

Hot Drinks in Japan

Market Direction | 2024-11-19 | 39 pages | Euromonitor

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Report description:

In 2024, hot drinks in Japan is set to experience growth in retail current value terms, but a decline in retail volume terms, primarily due to rising unit prices. Major coffee manufacturers had already increased prices in 2021, 2022, and 2023. However, the ongoing surge in raw materials costs and the weakening of the Japanese yen forced many of them to raise their shipment prices again in 2024. For instance, Nestle Japan Ltd announced price increases for its beverages, including instant coffee,...

Euromonitor International's Hot Drinks in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Hot Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
November 2024

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PROSPECTS AND OPPORTUNITIES

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Chocolate-based flavoured powder drinks set to see the best performance
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