

Carbonates in Japan

Market Direction | 2024-12-17 | 37 pages | Euromonitor

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Report description:

Carbonates in Japan saw a brief surge in demand after the end of the COVID-19 pandemic and during the record-breaking summer heat in 2023. However, rising prices led to competition from more cost-effective options, such as bottled water and barley tea. In particular, barley tea gained popularity during the hot months, especially as Ito En offers its Kenko Mineral Mugicha (healthy mineral barley tea) in large 600ml PET bottles, while Suntory's Green Dakara is available in even larger 680ml servin...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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.

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