

RTD Tea in Japan

Market Direction | 2024-12-17 | 34 pages | Euromonitor

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Report description:

Although like most other soft drinks categories, ready-to-drink (RTD) tea is set to see an off-trade volume decline in Japan in 2024, it remains the second largest category within soft drinks after bottled water, enjoying popularity amongst consumers of all ages. Notably, unsweetened green tea accounts for the largest share of sales. Japanese consumers predominantly prefer to drink green tea without sugar, making unsweetened green tea the standard choice amongst RTD tea products. In contrast, be...

Euromonitor International's RTD Tea 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: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD Tea 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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