

## Soft Drinks in Japan

Market Direction | 2024-12-17 | 105 pages | Euromonitor

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### Report description:

After the price increases that began in 2022, many soft drinks categories failed to achieve off-trade volume growth in Japan in 2023, and this trend is set to continue in 2024. Meanwhile, categories that experienced growth due to the recovery in consumer movement in 2023, such as RTD coffee and sports drinks, are also set to see a negative turn in 2024. Ready-to-drink (RTD) tea and other categories with a large customer base have also been significantly impacted by the declining population, prom...

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

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

### Why buy this report?

- \* Get a detailed picture of the Soft 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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