

## **Functional Drinks in Japan**

Industry Report | 2024-11-21 | 44 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Functional Drinks in Japan

#### Summary

Functional Drinks in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The functional drinks market consists of retail sale of sports drinks and energy drinks. Sports drinks are defined as drinks with performance-enhancing properties, described as 'isotonic', 'hypertonic' or 'hypotonic'. Energy drinks are defined as those with energy-enhancing properties; mainly carbonated and containing stimulants such as caffeine, taurine, guarana, glucuronolactone, yerba mate, along with glucose syrup (corn syrup) and maltodextrin. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.
- The Japanese Functional Drinks market had total revenues of \$4,292.0 million in 2023, representing a compound annual growth rate (CAGR) of -2.9% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 0% between 2018 and 2023, to reach a total of 1,703.6 million liters in 2023.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.9% for the five-year period 2023-28, which is expected to drive the market to a value of \$5,189.2 million by the end of 2028.

#### Scope

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the functional drinks market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the functional drinks market in Japan
- Leading company profiles reveal details of key functional drinks market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan functional drinks market with five year forecasts

#### Reasons to Buy

- What was the size of the Japan functional drinks market by value in 2023?
- What will be the size of the Japan functional drinks market in 2028?
- What factors are affecting the strength of competition in the Japan functional drinks market?
- How has the market performed over the last five years?
- What are the main segments that make up Japan's functional drinks market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

##### 2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

##### 3 Market Data

- 3.1. Market value
- 3.2. Market volume

##### 4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

##### 5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

##### 6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.6. Degree of rivalry
- 7 Competitive Landscape
  - 7.1. Market share
  - 7.2. Who are the leading players in the Japanese functional drinks market?
  - 7.3. Which companies have been most successful in increasing their market shares between 2018-23?
  - 7.4. Which companies market shares have suffered between 2018-23?
  - 7.5. What are the most popular brands in the Japanese functional drinks market?
- 8 Company Profiles
  - 8.1. The Coca-Cola Co
  - 8.2. Otsuka Pharmaceutical Co., Ltd.
  - 8.3. Suntory Holdings Ltd
  - 8.4. Taisho Pharmaceutical Co Ltd
- 9 Macroeconomic Indicators
  - 9.1. Country data
- 10 Appendix
  - 10.1. Methodology
  - 10.2. Industry associations
  - 10.3. Related MarketLine research
  - 10.4. About MarketLine

## Functional Drinks in Japan

Industry Report | 2024-11-21 | 44 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                      | Price    |
|----------------|------------------------------|----------|
|                | Single user licence (PDF)    | \$350.00 |
|                | Site License (PDF)           | \$525.00 |
|                | Enterprisewide license (PDF) | \$700.00 |
|                |                              | VAT      |
|                |                              | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2025-05-05"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com