

Fortified/Functional Beverages in Japan

<https://marketpublishers.com/r/F4234AD5563EN.html>

Date: December 2021

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: F4234AD5563EN

Abstracts

The most dramatic growth was seen by fortified/functional (FF) other hot drinks in 2021, thanks to the boost to demand for Milo from Nestlé Japan. The Milo brand accounts for most sales of FF plant-based and malt-based hot drinks in Japan, and is perceived to be a healthy and nutritious hot drinks option. Milo previously mainly targeted growing children aged 7-12 years old. However, in recent years its consumer base has expanded, with adult consumers also seeing it as a convenient way to boost t...

Euromonitor International's Fortified/Functional Beverages in Japan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft 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 Fortified/Functional Beverages 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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