

HW Hot Drinks in Japan

<https://marketpublishers.com/r/HFCB9E3610B1EN.html>

Date: November 2023

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: HFCB9E3610B1EN

Abstracts

With the prolonged impact of the pandemic, health continues to be top-of-mind for many Japanese consumers. More people are turning towards beverages that offer fortification or functionality, as these are increasingly seen as options that can help to improve one's diet. Consumers continue to pay close attention to the specific health benefits that they want, so they can improve any health-related issues about which they have concerns.

Euromonitor International's HW Hot Drinks 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW Hot 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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Organic accounts for the highest sales within health and wellness hot drinks, as consumers consider these less harmful than standard products

No allergens boosted by consumers being more careful with their diet

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