

HW Soft Drinks in Japan

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Abstracts

More consumers are turning towards drinks that offer fortification or functionality, as these are increasingly seen as options that can help to improve their diet. Consumers want to improve any health issues that they are concerned about, and are therefore paying attention to specific health benefits in soft drinks in order to achieve this. In recent years, a growing number of new products have claimed to have more than one health benefit, and the launch of such products continued in 2022.

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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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2022 DEVELOPMENTS

More players offer products with multiple health claims, which gain popularity due to offering value for money and convenience

No sugar leads sales within health and wellness soft drinks in 2022, as the dangers of overconsumption of sugar are well-known

Immune support is a growing claim in health and wellness soft drinks due to consumers' health awareness and new launches

PROSPECTS AND OPPORTUNITIES

FFC focusing on mental health and healthy ageing are expected to continue to grow

No sugar set to see strong absolute growth in health and wellness soft drinks, for health and weight management purposes

As consumers look to avoid health issues, no added sugar expected to benefit

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HEALTH AND WELLNESS IN JAPAN

EXECUTIVE SUMMARY

Overview

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