

Soft Drinks in Japan

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Abstracts

In 2023, soft drinks is set to record opposite performances in the on-trade channel and the off-trade channel. On 8 May 2023, the Japanese government downgraded the legal status of COVID-19 to Class 5, the level of common infectious diseases. This was a major policy shift in the government's response to the pandemic after three years. Now that COVID-19 is categorised in the same class as seasonal influenza, social and economic activities have been normalised. Consumer confidence is recovering, I...

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 (2018-2022), 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 2027 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.

Contents

Soft Drinks in Japan
Euromonitor International
December 2023
List Of Contents And Tables
SOFT DRINKS IN JAPAN
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 32 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 33 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 34 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 35 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 36 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Japan

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume sales are impacted by two consecutive years of price increases

Coca-Cola expands the sales channels for products using label-less packaging

Asahi renews its product to further tap into the sober-curious trend

PROSPECTS AND OPPORTUNITIES

Off-trade volume sales set to continue to decline due to health consciousness and declining birth rate

A craft-oriented approach is expected to grow in the context of premiumisation

Craft carbonates have the potential to meet the growing sober-curious trend

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 41 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 42 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 46 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 47 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 48 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 49 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 50 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 51 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 52 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 53 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 54 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 55 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 56 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume sales are impacted by price increases

Global shortage of oranges for processing results in sales suspensions and price increases

Kagome's tomato juice attracts health-conscious consumers

PROSPECTS AND OPPORTUNITIES

Manufacturers need to respond to changing demographics by shifting the target consumer groups and diversifying pack sizes

Health consciousness expected to have a polarising effect on demand for juice

New product developments with diverse health claims expected

CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 58 Off-trade Sales of Juice by Category: Value 2018-2023

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 63 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 66 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 67 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 68 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bottled water has become pervasive in consumers' daily lives

Manufacturers develop easy to recycle PET bottles

Despite growth, brand shakeout continues

PROSPECTS AND OPPORTUNITIES

Further growth expected, with an increasing consumer base and demand for stockpiling

Manufacturers continue to invest in expanding production capacity

Bottled water will continue to face competition from water servers and water purifiers

CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 70 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 78 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 79 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 80 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumption of sports drinks increases due to the hot summer and the resumption of activities

Coca-Cola launches a new product from Aquarius containing amino acids instead of sugar

Otsuka's Pocari Sweat brand sponsors music festivals

PROSPECTS AND OPPORTUNITIES

Sports drinks faces competition from RTD tea and bottled water

Awareness of preventing heatstroke by drinking sports drinks will remain high

Manufacturers expected to continue to respond to the boom of saunas

CATEGORY DATA

Table 118 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 119 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 120 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 121 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 122 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 123 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 124 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 125 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 126 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 127 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 128 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 129 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases put a dent in sales of energy drinks

Suntory's Zone focuses on appealing to the younger generation

Pokka Sapporo launches a new natural product

PROSPECTS AND OPPORTUNITIES

Energy drinks is maturing, and the consumer base is ageing

Energy drinks may face competition from other categories

Energy drinks need to respond to growing health awareness

CATEGORY DATA

Table 81 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 82 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 83 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 84 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 85 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 86 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 87 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 88 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 89 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 90 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 91 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 92 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Polarised results for liquid and powder concentrates with post-pandemic shifts

Asahi conducts a sales promotion for Calpis combined with local specialities

Cross-industry collaborations actively conducted to widen the consumer base and expand consumption

PROSPECTS AND OPPORTUNITIES

Sales of liquid concentrates set to remain higher than pre-pandemic

Manufacturers likely to promote their powder concentrates as eco-friendly

Vinegar drinks will continue to meet the desire for wellness

CATEGORY DATA

Concentrates conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 142 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 143 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 144 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 145 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 146 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 147 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 148 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 149 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 150 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 151 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 152 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 153 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 154 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 155 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 156 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases put a dent in sales of RTD tea

ITO EN focuses on reaching out to young consumers

Asahi's new product is breaking through in the mature RTD green tea segment

PROSPECTS AND OPPORTUNITIES

Growth expected to return for RTD tea, with increasing demand for on-the-go consumption and convenience

Products with diverse health claims expected to appear in the market

Increasing initiatives for sustainability by beverage manufacturers

CATEGORY DATA

Table 93 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 94 Off-trade Sales of RTD Tea by Category: Value 2018-2023
Table 95 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023
Table 96 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023
Table 97 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023
Table 98 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023
Table 99 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
Table 100 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
Table 101 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
Table 102 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
Table 103 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
Table 104 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
Table 105 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028
RTD COFFEE IN JAPAN
KEY DATA FINDINGS

2023 DEVELOPMENTS

Extremely hot summer and price increases push down off-trade volume sales
Line-up of products under coffee shop brands expands to provide authentic experiences at home

New product development continues to expand the consumer base

PROSPECTS AND OPPORTUNITIES

RTD coffee faces struggles with vending sales in the workplace due to the continuation of working from home

Price increases likely to put a dent in purchases by heavy users

Players will need to attract younger consumers

CATEGORY DATA

Table 106 Off-trade Sales of RTD Coffee: Volume 2018-2023
Table 107 Off-trade Sales of RTD Coffee: Value 2018-2023
Table 108 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
Table 109 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
Table 110 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
Table 111 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
Table 112 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
Table 113 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
Table 114 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
Table 115 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 116 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 117 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

ASIAN SPECIALITY DRINKS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases drive decline for Asian speciality drinks

Asahi continues to expand the line-up of Calpis to expand the consumer base to adults

Mizkan focuses on promoting the benefit of vinegar drinks by obtaining FFC

PROSPECTS AND OPPORTUNITIES

Asian speciality drinks will continue to face strong competition from liquid concentrates

Unstoppable decline of young population requires Calpis to expand its consumer base

Vinegar drinks set to attract younger consumers for their beauty benefits

CATEGORY DATA

Table 130 Off-trade Sales of Asian Speciality Drinks: Volume 2018-2023

Table 131 Off-trade Sales of Asian Speciality Drinks: Value 2018-2023

Table 132 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2018-2023

Table 133 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2018-2023

Table 134 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume
2019-2023

Table 135 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume
2020-2023

Table 136 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value
2019-2023

Table 137 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2020-2023

Table 138 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2023-2028

Table 139 Forecast Off-trade Sales of Asian Speciality Drinks: Value 2023-2028

Table 140 Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth
2023-2028

Table 141 Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth
2023-2028

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