

Sports Drinks in Japan

<https://marketpublishers.com/r/S4AA3547C90EN.html>

Date: November 2023

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: S4AA3547C90EN

Abstracts

In 2023, off-trade volume and current value sales of sports drinks are set to record growth compared with 2022, due to an extremely hot summer. According to the Japan Meteorological Agency, the national average temperature from June to August was the hottest since statistics began in 1898. In August, temperatures over 35°C were recorded almost every day. This increased the need for sports drinks for hydration.

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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

Sports Drinks in Japan
Euromonitor International
November 2023
List Of Contents And Tables
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 1 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel:
Volume 2023-2028

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %
Volume Growth 2023-2028

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value
2023-2028

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value
Growth 2023-2028

Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume
2023-2028

Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth
2023-2028

Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth
2023-2028

Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 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

I would like to order

Product name: Sports Drinks in Japan

Product link: <https://marketpublishers.com/r/S4AA3547C90EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S4AA3547C90EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970