

# The 2023-2028 Outlook for Coffee in Japan

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## Abstracts

This study covers the latent demand outlook for coffee across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for coffee. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of coffee as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Ajinomoto General Foods, Alibaba Group, Alois Dallmayr KG, Amalgamated Plantations Pvt, Amoy Food, Ltd., Arsenal Football Clubs, Blenz Coffee, Boyd Coffee Company, Caffe Nero, Campesters Holdings, Ltd., Caribou Coffee, Celestial Seasonings, CITIC Capital Asian Foods Holdings, Ltd., Coffee Beanery, Community Coffee Company LLC, Consolidated Coffee, Inc., Costa, Cypress Creek Solar Farms, Dilmah (Ceylon Tea Services PLC.), Drassington, Ltd., Dunkin' Brands Group, Dunkin' Donuts, Earth Rules Pty, Ltd., Eight O' Clock Coffee, Elev8 Brands, Inc., Empirical Group, LLC, Espresso Service Proximity? (ESP), Estate Management Services Pvt, Ltd., Folgers, Good Earth Corporation, Greenwell Farms, Inc., Harney & Sons, Illycaffè SPA, International Coffee Organization, J J Darboven GmbH & Company KG, JAB Coffee Holding B.V., JACOBS DOUWE EGBERTS, JDB (China) beverages, JOBMeal, Joekels Tea Packers (Proprietary), Ltd., Joh. A. Benckiser, Kahutara Holdings, Ltd., Kanan Devan Hills

Plantations Company Pvt, Ltd., Keurig, Kicking Horse Coffee, Korea Mcnulty Company, Kraft Heinz Company, Labeyrie Traiteur Surgel's S.A.S., Lavazza Group, Liverpool Football Clubs, Luigi Lavazza, Lyons Tetley, Ltd., Mars, Massimo zanetti Beverage Group, Maxwell House, Mccafe, McCaf?, Mondel?z International, Nespresso, Nestle, Nestl?, NongShim Company, NourishCo beverages, Ltd., Ofcay, R. Twining and Company, Segafredo Zanetti, Southern Tea, LLC, Stansand (Africa), Ltd., Starbucks, Strauss Group, Suntyco Holding, Ltd., Swiss Water Decaffeinated Coffee, Tata Coffee, Tchibo, Teapigs US, LLC, TerraCycle, Tetley ACI (Bangladesh), Ltd., Thanksgiving Coffee Company, Inc., The J.M Smucker Company, Tim Hortons, TRIL Constructions, Ltd., Uber Eats Japan, Ucc Holdings Company, Ltd., Unilever, Yorkshire Tea, and Zhejiang Tata Tea Extraction Company, Ltd.. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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