

# Energy and Sports Drinks Market in Japan 2021

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## Abstracts

Energy drinks (EDs) are widely available beverages containing caffeine, taurine, glucose, and other ingredients and are marketed as providing mental and physical stimulation and improving energy, athletic performance, and concentration. Sports drinks are advertised to replenish glucose, fluids, and electrolytes (sodium, potassium, magnesium, calcium) lost during strenuous exercise as well as to enhance endurance. The energy and sports drinks market in Japan is set to increase by US\$ 988 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 2.3% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy and sports drinks. The Japan energy and sports drinks market is segmented on the basis of product, type, and distribution channel. On the basis of product, the energy and sports drinks market in Japan has been segmented into energy drinks, sports drinks. Among these, the energy drinks segment was accounted for the highest revenue generator in 2020. By type, the energy and sports drinks market in Japan has been segmented into regular, sugar-free. The regular energy drinks segment is estimated to account for the largest share of the energy and sports drinks market in Japan. Based on distribution channel, the energy and sports drinks market in Japan is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The key players in the energy and sports drinks market include The Coca-Cola Company, Otsuka Holdings Co. Ltd., Suntory Holdings Limited, Kirin Holdings Co. Ltd.

### Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience

stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Japan energy and sports drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. ENERGY AND SPORTS DRINKS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Energy drinks  
Sports drinks

### **PART 4. MARKET BREAKDOWN BY TYPE**

Regular  
Sugar-free

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Convenience stores  
Grocery stores  
Online retailing  
Others

### **PART 6. KEY COMPANIES**

The Coca-Cola Company  
Otsuka Holdings Co. Ltd.  
Suntory Holdings Limited  
Kirin Holdings Co., Ltd.  
About StrategyHelix  
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