



Euromonitor
International

Asian Speciality Drinks in Japan

November 2025

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Asian Speciality Drinks in Japan - Category analysis

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2025 PERFORMANCE

A declining birth rate and rising prices impacting sales of Asian speciality drinks

INDUSTRY PERFORMANCE

Price hikes put a dent in sales of Asian speciality drinks in 2025

Vinegar drinks remain important to sales of Asian speciality drinks

WHAT'S NEXT?

Challenges ahead amid rising competition

Asahi under pressure to adapt to an ageing consumer base

Health-focused products could gain traction in Japan's mature market

COMPETITIVE LANDSCAPE

Asahi maintains its dominance through effective use of promotional strategies

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Soft Drinks in Japan - Industry Overview

EXECUTIVE SUMMARY

Rising prices put pressure on volume sales in 2025

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INDUSTRY PERFORMANCE

Price rises lead to a decline in off-trade volume sales of soft drinks in 2025

Functional soft drinks gain prominence

Innovation has become faster, riskier, and more culturally embedded

WHAT'S NEXT?

Shrinking population likely to limit opportunities for volume growth

Healthy and natural products likely to attract more interest moving forward

Vending evolving as it looks to meet the needs of modern consumers

COMPETITIVE LANDSCAPE

Coca-Cola and Suntory continue to invest in product development and innovation

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