

Soft Drinks in Japan

November 2025

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Soft Drinks in Japan

EXECUTIVE SUMMARY

Rising prices put pressure on volume sales in 2025

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INDUSTRY PERFORMANCE

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Functional soft drinks gain prominence

Innovation has become faster, riskier, and more culturally embedded

WHAT'S NEXT?

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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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