



Juice in Japan

November 2025

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KEY DATA FINDINGS

2025 PERFORMANCE

Players focus on adding value as sharp price increases hit volume sales

INDUSTRY PERFORMANCE

Volume sales tumble as players look to navigate price hikes

Companies strive to discover the next hit ingredient

WHAT'S NEXT?

Players will need to adapt to evolving trends to sustain demand

Shifting demographics reshaping Japan's juice market

Adapting products for heatstroke prevention in a changing climate

COMPETITIVE LANDSCAPE

Kagome benefits from the health-focused positioning of its tomato juice

Del Monte taps into the strong demand for tomato juice

CHANNELS

Kagome drives tomato juice sales with sampling events at supermarkets

E-commerce picks up share while vending loses favour due to high prices

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[Soft Drinks in Japan - Industry Overview](#)

EXECUTIVE SUMMARY

Rising prices put pressure on volume sales in 2025

KEY DATA FINDINGS

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

Nippon Del Monte finds success with new line of tomato juice

CHANNELS

Label-less products gain traction as online sales rise

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