



**Euromonitor
International**

Sports Drinks in Japan

November 2025

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Sports Drinks in Japan - Category analysis

KEY DATA FINDINGS

2025 PERFORMANCE

Sports drinks sales hard hit by price increases

INDUSTRY PERFORMANCE

Sales decline amidst price hikes

Demand drops as soaring temperatures limit outdoor activities

WHAT'S NEXT?

Climate change could pose an ongoing threat to sales of sports drinks

Heightened role of sports drinks in heatstroke prevention

Increasing competition could challenge sports drinks

COMPETITIVE LANDSCAPE

Coca-Cola provides first update to the taste of Aquarius in 20 years

Pocari Sweat benefits from heatstroke awareness campaigns

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Vending remains the leading distribution channel despite challenges

E-commerce and convenience stores pick up share

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Soft Drinks in Japan - Industry Overview

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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

Nippon Del Monte finds success with new line of tomato juice

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Label-less products gain traction as online sales rise

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