



Euromonitor
International

HW Soft Drinks in Japan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks with functional benefits are gaining traction

INDUSTRY PERFORMANCE

RTD tea with fibre brings functional choices to Japanese consumers

No sugar soft drinks is the largest category

Players tap into local demand for warm bottled water

WHAT'S NEXT

Japan leads in development of functional soft drinks

Products combining functional claims with no sugar expected to emerge

Opportunities exist for natural claims in energy drinks

CATEGORY DATA

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Health and Wellness in Japan - Industry Overview

EXECUTIVE SUMMARY

Japanese have strong interest in health and wellness claims

INDUSTRY PERFORMANCE

Nutritional support and weight management shapes demand patterns

Natural claims are important to Japanese consumers

WHAT'S NEXT

Strong outlook for health and wellness

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