



# HW Soft Drinks in Japan

December 2025

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## HW Soft Drinks in Japan - Category analysis

### 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

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

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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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