

# Drinking Milk Products in Japan

September 2023

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## Drinking Milk Products in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price increases negatively impact the retail volume consumption of milk  
Flavoured milk drinks continues to face competition from other beverages  
High quality, and sustainability initiatives help Meiji maintain its lead in drinking milk products

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Slow volume decline expected to continue for drinking milk products due to price rises  
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