

Other Hot Drinks in Japan

November 2023

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Other Hot Drinks in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other hot drinks is facing stagnation, as the benefit of increased time spent at home has ceased

Active new product development continues with FFC (Foods with Functional Claims)

Nestlé Japan Ltd launches Milo that can be prepared with water

PROSPECTS AND OPPORTUNITIES

Unstoppable decline of young population will require manufacturers to expand the consumer base

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Positioning as a natural supplement has potential to further expand the consumer base

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DISCLAIMER

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