

# Carbonates in Japan

November 2023

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## Carbonates in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Off-trade volume sales are impacted by two consecutive years of price increases

Coca-Cola expands the sales channels for products using label-less packaging

Asahi renews its product to further tap into the sober-curious trend

#### PROSPECTS AND OPPORTUNITIES

Off-trade volume sales set to continue to decline due to health consciousness and declining birth rate

A craft-oriented approach is expected to grow in the context of premiumisation

Craft carbonates have the potential to meet the growing sober-curious trend

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