

RTD Tea in Japan

November 2023

Table of Contents

RTD Tea in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases put a dent in sales of RTD tea

ITO EN focuses on reaching out to young consumers

Asahi's new product is breaking through in the mature RTD green tea segment

PROSPECTS AND OPPORTUNITIES

Growth expected to return for RTD tea, with increasing demand for on-the-go consumption and convenience

Products with diverse health claims expected to appear in the market

Increasing initiatives for sustainability by beverage manufacturers

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Soft Drinks in Japan - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Japan
Trends

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SOURCES

Summary 1 - Research Sources

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