

Coffee in Japan

November 2023

Table of Contents

Coffee in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Foodservice struggles from reduced footfall due to home working, and price hikes

Despite price increases, value-added products perform well

Manufacturers expand the line-up of retail products under café brands

PROSPECTS AND OPPORTUNITIES

Total volume sales expected to struggle to see growth, yet working from home will limit decline Retro boom continues to offer potential to revitalise old-fashioned cafés Increasing initiatives towards sustainability

CATEGORY DATA

- Table 1 Retail Sales of Coffee by Category: Volume 2018-2023
- Table 2 Retail Sales of Coffee by Category: Value 2018-2023
- Table 3 Retail Sales of Coffee by Category: % Volume Growth 2018-2023
- Table 4 Retail Sales of Coffee by Category: % Value Growth 2018-2023
- Table 5 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023
- Table 6 NBO Company Shares of Coffee: % Retail Value 2019-2023
- Table 7 LBN Brand Shares of Coffee: % Retail Value 2020-2023
- Table 8 Forecast Retail Sales of Coffee by Category: Volume 2023-2028
- Table 9 Forecast Retail Sales of Coffee by Category: Value 2023-2028
- Table 10 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028
- Table 11 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

Hot Drinks in Japan - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

- Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 13 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 14 Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 15 Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 16 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 17 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 18 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 19 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 20 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 21 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 22 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 23 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 24 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 25 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 26 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

- Table 28 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
- Table 30 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 32 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
- Table 34 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 35 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
- Table 36 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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