

Tea in Japan

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Tea struggles, due to the competition with RTD tea, and price increases
Struggles for leaf tea, while new product development continues for tea bags
Coffee chains are increasing outlets focusing on tea

PROSPECTS AND OPPORTUNITIES

Added-value, especially in terms of health, will be the main focus of new product development
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Hot Drinks in Japan - Industry Overview

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