

# Rtds in Japan

June 2023

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## Rtds in Japan - Category analysis

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Total volume sales of RTDs decline for the first time in 15 years Suntory tries to position gin soda as the next trend after lemon sour Strong growth for non alcoholic RTDs from a low base

## PROSPECTS AND OPPORTUNITIES

Liquor tax revision and production expansion set to drive growth

Shift to lower alcohol products due to new labelling of the pure alcohol content

Targeting the increased evening relaxation time after the pandemic

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