

Drinking Milk Products in Japan

September 2023

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Drinking Milk Products in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases negatively impact the retail volume consumption of milk
Flavoured milk drinks continues to face competition from other beverages
High quality, and sustainability initiatives help Meiji maintain its lead in drinking milk products

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Slow volume decline expected to continue for drinking milk products due to price rises
Increasing popularity of powder milk targeting older consumers and other adults will mitigate the category decline

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