

# Juice in Japan

November 2023

**Table of Contents** 

## Juice in Japan - Category analysis

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Off-trade volume sales are impacted by price increases

Global shortage of oranges for processing results in sales suspensions and price increases

Kagome's tomato juice attracts health-conscious consumers

## PROSPECTS AND OPPORTUNITIES

Manufacturers need to respond to changing demographics by shifting the target consumer groups and diversifying pack sizes

Health consciousness expected to have a polarising effect on demand for juice

New product developments with diverse health claims expected

## **CATEGORY DATA**

- Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 Forecast Off-trade Sales of Juice 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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

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