

# Juice in Japan

November 2022

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## Juice in Japan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Off-trade sales are impacted by price increases

Mixed vegetable juice needs to have extra value to attract consumers

ITO EN's new products reflect increasing awareness of sustainability and a low-sugar diet

#### PROSPECTS AND OPPORTUNITIES

Health consciousness expected to have a polarising effect on demand

Promotion of juice as tasty heatstroke prevention

With a further decline in the consumer base of children, the cultivation of adult consumers is key

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