

# Hot Drinks in Japan

November 2023

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## Hot Drinks in Japan

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Manufacturers expand the line-up of retail products under café brands

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#### PROSPECTS AND OPPORTUNITIES

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Other hot drinks is facing stagnation, as the benefit of increased time spent at home has ceased Active new product development continues with FFC (Foods with Functional Claims)

Nestlé Japan Ltd launches Milo that can be prepared with water

## PROSPECTS AND OPPORTUNITIES

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