



HW Hot Drinks in Japan

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers' needs are becoming more diverse, which is reflected in health and wellness hot drinks

Organic accounts for the highest sales within health and wellness hot drinks, as consumers consider these less harmful than standard products

No allergens hot drinks boosted by consumers being more careful with their diet

PROSPECTS AND OPPORTUNITIES

No sugar hot drinks set to see growth as health concerns rise amongst consumers

No caffeine set to grow as more consumers look to improve their sleep quality

Good source of minerals hot drinks expected to rise as adults are targeted by players in other hot drinks

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Japan - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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