

HW Soft Drinks in Japan

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

More players offer products with multiple health claims, which gain popularity due to offering value for money and convenience
No sugar leads sales within health and wellness soft drinks in 2022, as the dangers of overconsumption of sugar are well-known
Immune support is a growing claim in health and wellness soft drinks due to consumers' health awareness and new launches

PROSPECTS AND OPPORTUNITIES

FFC focusing on mental health and healthy ageing are expected to continue to grow
No sugar set to see strong absolute growth in health and wellness soft drinks, for health and weight management purposes
As consumers look to avoid health issues, no added sugar expected to benefit

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Japan - Industry Overview

EXECUTIVE SUMMARY

Overview

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