



Euromonitor
International

Other Hot Drinks in Japan

November 2025

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Other Hot Drinks in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Functional products and products targeting adults drive growth

INDUSTRY PERFORMANCE

Cocoa products surge in popularity: Meeting health demands drives growth

Malt-based hot drinks maintains a significant volume decline, but sales remain high

WHAT'S NEXT?

Cocoa craze and functional benefits to drive growth in other hot drinks in Japan

Adapting to Japan's declining birth rate: A shift in strategy

Nutritional supplementation likely to be a growing focus

COMPETITIVE LANDSCAPE

Kataoka Bussan Co sees success with gut health product promoting year-round consumption

Morinaga & Co appeals to adults with the launch of a less sweet variant

Milo increases the iron content in its Milo for Adults to attract adults, especially women

CHANNELS

Supermarkets extends its lead, as one-stop-shopping remains popular

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Hot Drinks in Japan - Industry Overview

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Price increases drive retail value growth and volume decline

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INDUSTRY PERFORMANCE

Retail value growth along with volume decline as costs and prices rise

Constant rises in coffee prices leads to frustrated consumers and declining volumes

The narrowing premiumisation window

Wellness in a chaotic world

WHAT'S NEXT?

Continued value growth expected as functional products highlight health benefits

Catering to the ageing population will be crucial

COMPETITIVE LANDSCAPE

Nestlé Japan maintains its lead through constant product development

Kataoka Bussan sees dynamism thanks to its functional variant

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Supermarkets remains the leading channel for sales of hot drinks

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