



Euromonitor  
International

# Cafés/Bars in Japan

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## Cafés/Bars in Japan - Category analysis

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Cafés lead recovery as structural shifts constrain bars and pubs

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Bars and pubs struggle to recover

Balancing inflation and loyalty in specialist coffee and tea shops

Tea-based menus help cafés tackle rising costs of coffee beans

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Lifestyle shifts and price pressures challenge izakaya recovery

Takeaway formats gain momentum

Non-alcoholic drinks signal a new era for Japanese bars and pubs

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#### DISCLAIMER

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Further growth propelled by tourism and price hikes

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Inflation meets inbound tourism to boost value sales in 2025

Food delivery faces post-pandemic slump and fierce price wars

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