



**Euromonitor
International**

HW Hot Drinks in Japan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Organic and no caffeine claims gain traction in hot drinks

INDUSTRY PERFORMANCE

Fortified/functional hot drinks emerge in Japan
Organic hot drinks is one of the largest health claims in Japan's hot drinks
Caffeine management drives demand for no caffeine hot drinks

WHAT'S NEXT

Japan's older population to support development of fortified/functional hot drinks
Organic hot drinks to grow from a low base
Hot drink consumption occasions evolve as consumers embrace no caffeine rituals

CATEGORY DATA

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Health and Wellness in Japan - Industry Overview

EXECUTIVE SUMMARY

Japanese have strong interest in health and wellness claims

INDUSTRY PERFORMANCE

Nutritional support and weight management shapes demand patterns
Natural claims are important to Japanese consumers

WHAT'S NEXT

Strong outlook for health and wellness

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