



# Concentrates in Japan

November 2023

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## Concentrates in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Polarised results for liquid and powder concentrates with post-pandemic shifts

Asahi conducts a sales promotion for Calpis combined with local specialities

Cross-industry collaborations actively conducted to widen the consumer base and expand consumption

#### PROSPECTS AND OPPORTUNITIES

Sales of liquid concentrates set to remain higher than pre-pandemic

Manufacturers likely to promote their powder concentrates as eco-friendly

Vinegar drinks will continue to meet the desire for wellness

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