



Euromonitor
International

Concentrates in Japan

December 2024

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Concentrates in Japan - Category analysis

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2024 DEVELOPMENTS

Liquid concentrates faces notable decline as consumers return to outdoor activities

Craft cola and ginger ale remain popular

Asahi maintains its lead but other players make their mark

PROSPECTS AND OPPORTUNITIES

Liquid concentrates adapt as consumers shift towards convenience and creativity

Powder concentrates set to continue to decline, but may be marketed as eco-friendly

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