

# Coffee in Japan

November 2023

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#### Coffee in Japan - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Foodservice struggles from reduced footfall due to home working, and price hikes Despite price increases, value-added products perform well Manufacturers expand the line-up of retail products under café brands

#### PROSPECTS AND OPPORTUNITIES

Total volume sales expected to struggle to see growth, yet working from home will limit decline Retro boom continues to offer potential to revitalise old-fashioned cafés Increasing initiatives towards sustainability

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