



**Euromonitor
International**

Other Hot Drinks in Japan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for chocolate-based flavoured powder drinks amidst decline in other categories
Expansion of the functional cocoa segment
Kataoka Bussan Co Ltd maintains its lead in other hot drinks in Japan, with Morinaga & Co Ltd in second

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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