



# Tea in Japan

November 2023

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## Tea in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tea struggles, due to the competition with RTD tea, and price increases  
Struggles for leaf tea, while new product development continues for tea bags  
Coffee chains are increasing outlets focusing on tea

#### PROSPECTS AND OPPORTUNITIES

Added-value, especially in terms of health, will be the main focus of new product development  
New consumption occasions will be explored to stimulate growth for tea  
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