

RTD Coffee in Japan

December 2024

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RTD Coffee in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Heatwaves and price increases drive down sales of RTD coffee in Japan New products featuring plant-based milk are rapidly emerging in Japan Suntory regains its leading position in RTD coffee

PROSPECTS AND OPPORTUNITIES

RTD coffee faces further decline as consumers shift away from canned convenience Functional RTD coffee is underdeveloped in Japan Shift from cans to PET bottles and paper cartons to drive changes

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