



# Cafés/Bars in Japan

February 2024

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## Cafés/Bars in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A significant rebound for bars/pubs, but challenges remain

Watami opens a new izakaya brand in response to the recovery of bars/pubs, achieving a balance of specialisation and generalisation

Sustainability initiatives accelerate in cafés

#### PROSPECTS AND OPPORTUNITIES

Changes in drinking habits will hamper growth in bars/pubs

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