

# **RTD** Tea in Japan

December 2024

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# RTD Tea in Japan - Category analysis

# **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Green tea continues to lead RTD tea Price gap widens between national brands and private label products ITO EN Ltd remains the top player in tea

# PROSPECTS AND OPPORTUNITIES

Functional innovations expected to continue in RTD tea Kirin plans to invest in RTD black tea Tea Ade and Asian tea culture find success in RTD format

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