

# Sports Drinks in Japan

December 2024

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## Sports Drinks in Japan - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sports drinks struggles as some consumers turn to cheaper hydration options Importance of heatstroke prevention amidst intensifying competition Major brands collaborate with the government and retailers to promote heatstroke prevention

#### PROSPECTS AND OPPORTUNITIES

Sports drinks faces further decline as health-conscious consumers choose alternatives Shift towards functional beverages for health maintenance Older people are a valuable target demographic

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