



# HW Soft Drinks in Japan

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

An increasing number of players offer products with more than one health claim, offering value for money and convenience  
No sugar leads sales within health and wellness soft drinks in 2023, as the dangers of overconsumption of sugar are well-known  
Natural is a growing claim in health and wellness soft drinks due to consumers' health awareness and new launches

#### PROSPECTS AND OPPORTUNITIES

FFC focusing on mental health, healthy ageing, and more niche health claims are expected to continue to grow  
Consumer concern about weight drives new launches and will aid growth for weight management soft drinks  
As consumers look to avoid health issues, sugar reduction is expected to be a continuing trend

#### CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

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Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Japan - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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