



Euromonitor
International

Cafés/Bars in Japan

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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

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Changes in drinking habits will hamper growth in bars/pubs

Competition in specialist coffee and tea shops will intensify along with new players

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