



Rtds in Japan

June 2024

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Rtds in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance for RTDs, driven by sugar-free trend
Suntory continues to lead RTDs, and sees new product launches
Non alcoholic RTDs continues to grow

PROSPECTS AND OPPORTUNITIES

RTDs expected to grow thanks to the wide product variety available
Labelling the amount of pure alcohol may push a shift to lower alcohol products
Premiumisation will be key for value growth

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Alcoholic Drinks in Japan - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
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Opening hours
On-trade establishments
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DISCLAIMER

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