



Euromonitor  
International

# Juice in Japan

November 2025

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## [Juice in Japan - Category analysis](#)

### KEY DATA FINDINGS

#### 2025 PERFORMANCE

Players focus on adding value as sharp price increases hit volume sales

#### INDUSTRY PERFORMANCE

Volume sales tumble as players look to navigate price hikes

Companies strive to discover the next hit ingredient

#### WHAT'S NEXT?

Players will need to adapt to evolving trends to sustain demand

Shifting demographics reshaping Japan's juice market

Adapting products for heatstroke prevention in a changing climate

#### COMPETITIVE LANDSCAPE

Kagome benefits from the health-focused positioning of its tomato juice

Del Monte taps into the strong demand for tomato juice

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### EXECUTIVE SUMMARY

Rising prices put pressure on volume sales in 2025

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Price rises lead to a decline in off-trade volume sales of soft drinks in 2025

Functional soft drinks gain prominence

Innovation has become faster, riskier, and more culturally embedded

#### WHAT'S NEXT?

Shrinking population likely to limit opportunities for volume growth

Healthy and natural products likely to attract more interest moving forward

Vending evolving as it looks to meet the needs of modern consumers

## COMPETITIVE LANDSCAPE

Coca-Cola and Suntory continue to invest in product development and innovation

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