



RTD Tea in Japan

November 2025

Table of Contents

RTD Tea in Japan - Category analysis

KEY DATA FINDINGS

2025 PERFORMANCE

Price rises push consumers away from RTD tea

INDUSTRY PERFORMANCE

RTD tea sales dip as consumers switch to homemade brews

Consumers continue to favour reduced sugar still RTD tea

WHAT'S NEXT?

RTD tea faces headwinds as costs rise and consumers brew at home

RTD tea market heats up with café-inspired fruit blends

Evolving health benefits in Japan's RTD green tea market

COMPETITIVE LANDSCAPE

ITO EN and Asahi lead innovations aimed at revitalising the RTD tea market

Asahi finds success with revamped product line

CHANNELS

Supermarkets lead distribution despite losing share due to rising prices

Label-less products helping to push sales online

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

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Soft Drinks in Japan - Industry Overview

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
Nippon Del Monte finds success with new line of tomato juice

CHANNELS

Label-less products gain traction as online sales rise
On-trade volume sales continue to recover buoyed by interest in RTD tea

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Japan

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SOURCES

Summary 1 - Research Sources

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