

Beverage Market in Japan: Key Research Findings 2011

➤ **Research Outline**

Yano Research Institute has conducted a study on the beverage market in Japan with following conditions.

1. Research period: April to June 2011
2. Research targets: Beverage manufacturers, sales companies, vending machine operators, etc.
3. Research methodologies: Face-to-face interviews, telephone surveys and literature search

➤ **Key Findings**

- ◆ **The FY 2010 beverage market size increased for the first time in three years to JPY 4,860 billion, up 2.0% year-on-year.**

The fiscal 2010 market size of beverage, including milk and milk beverage, increased for the first time in three years to 4,860 billion yen, up 2.1 percent from the previous year. Unseasonable weather in early spring brought a difficult condition, however, it turned to be a positive one due to the heat wave after the rainy season. Overall, the market grew in the year.

- ◆ **Many categories grew, including carbonated beverages and sports& functional beverages, due to heat wave.**

Carbonated beverages have continued to sell well in fiscal 2010. The drivers are the increase in demands as a thirst quencher in the hot summer, the recurrence of consumer tastes from sugarless drink to sugar drink, and the nature of the beverages that are difficult to be made at home. Similarly, sports and functional beverages increased influenced by the heat wave. Furthermore, black tea drinks which are offered with a variety of flavors have been also contributing to the market expansion.

- ◆ **Influences of the Great East Japan Earthquake and future outlook**

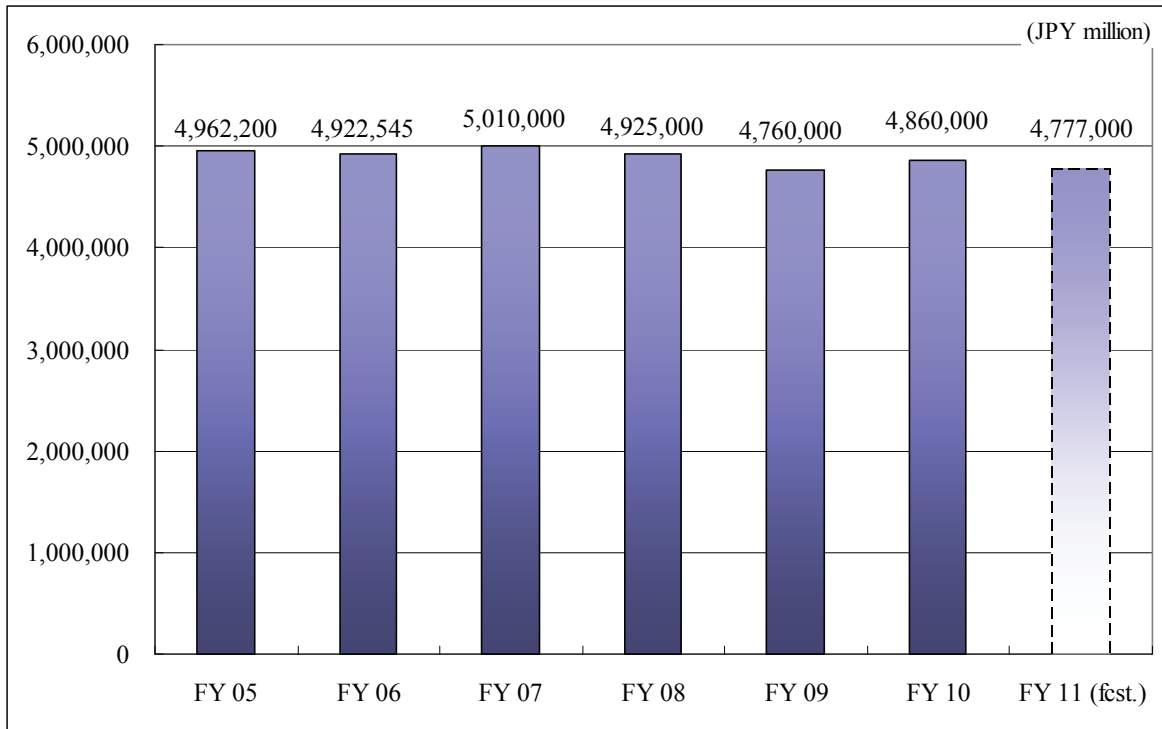
To describe the beverage market in fiscal 2011, the influences of the Great East Japan Earthquake that occurred on March 11, 2011 can not be ignored. Supplies of merchandise were not fully made immediately after the earthquake and consequently many manufacturers decreased their sales. Later, however, the demands for mineral water and green tea increased and many manufacturers increased their sales. Production structure has almost recovered but the preparation for the summer, which is a demand season, is slower than usual. Although the market expanded in the fiscal 2010 due to hot summer, the environments surrounding the market are still severe as the market is saturated with the decrease in population with more old people and less children, consumers are more inclined toward saving due to recession and discount sales are becoming usual at general merchandise stores.

➤ **Report format:**

Published report: "Beverage Market 2011" Issued in: June 30, 2011
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Price: 100,000 yen (5,000 yen of consumption tax will be additionally charged for sales in Japan.)

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[Beverage Market Size FY 2005 to FY 2011]



Estimated by Yano Research Institute Ltd.

Note:

Based on the value of manufacturer shipments.

Incl. milk and milk beverage.