

## **Mineral Water Market in Japan: Key Research Findings 2012**

### **◆ Research Outline**

**Yano Research Institute has conducted a study on mineral water market in Japan with the following conditions:**

1. Research period: March to May, 2012
2. Research target: Beverage manufacturers, water delivery companies, etc
3. Research methodologies: Face-to-face interviews by the specialized researchers, survey via telephone and questionnaire

#### **What is mineral water market?**

Mineral water in this research indicates water originated from ground water bottled in plastic or glass bottles and sold commercially. Water delivery is a packaged business of delivering water and lending a water server. Those water delivery business without lending servers is not included in this research.

### **◆ Key Findings**

#### **■ Size of Mineral Water Market in Japan Estimated as ¥245 Billion in FY2011, 114.5% of Prior Year**

Size of mineral water market in Japan declined to 214 billion yen, 98.2% of the size in previous year in FY 2010. However, in FY2011, it is estimated as 245 billion yen, 114.5% of the previous year. The market has expanded because more water is demanded for extra supplies and in the daily lives.

#### **■ Water Delivery Business Expands to ¥83 Billion, 131.7% of Prior Year**

Size of water delivery business is likely to expand to 83 billion yen (based on the sales from end users), 131.7% of the previous year. The business that used to be for corporate customers has now expanded to many private households, due to growing awareness from advertisement using mass media and increased demand caused by the Great East Japan Earthquake.

### **◆ Report format:**

Published report: "Mineral Water Market 2012"

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Format: 336 pages in A4 format

Price: 110,250 yen (5,250 yen of consumption tax shall be charged for the sales in Japan.)

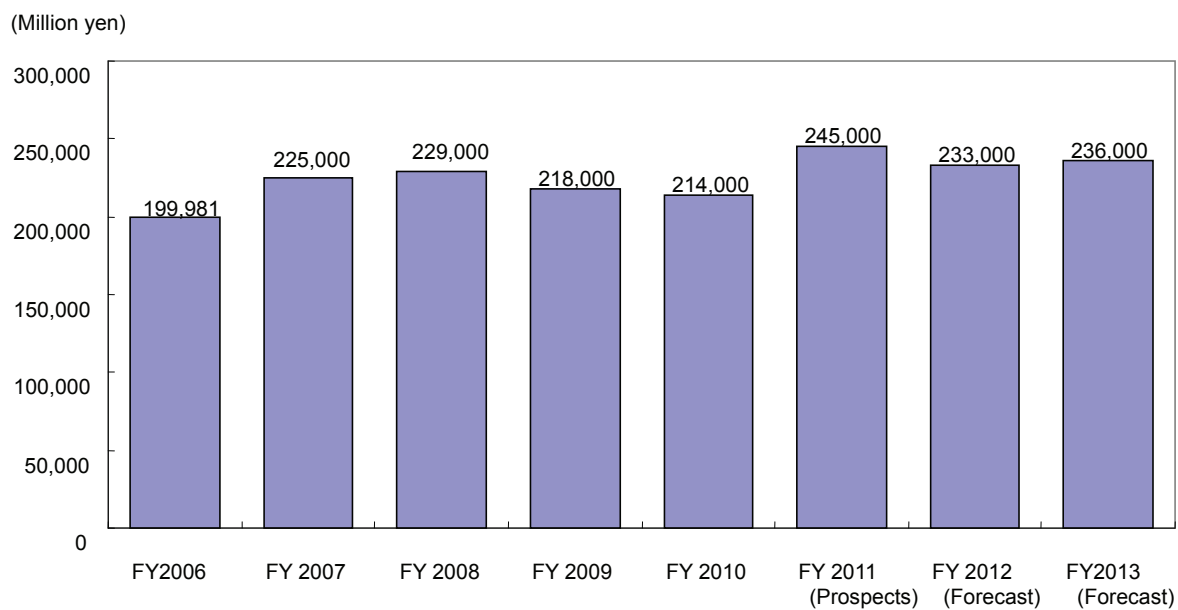
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■ **Figure 1: Transition of Estimated Size of Mineral Water Market**



Estimated by YRI

Notes:

The figure is based on shipment volume from manufacturers.