

Soft Drinks and Water

July 10, 2017

~ Small Bottles of Plain Water are Gathering Attention ~

Mineral Water

Mineral water sales continue to grow, in terms of volume and value, and sales volume of the water-type beverages market, which includes flavored water and carbonated water, grew by about 6% on the preceding year, to 290 million cases. The breakdown within that volume is 168 million cases of large sizes and 122 million cases of small sizes (as investigated by Suntory Beverage and Food). The notable point is that the share of sales taken by small bottles of plain (natural) water keeps expanding. With an aging, low-birth-rate society, the declining numbers of people per household, and differing activity times between family members, the conventional drinking pattern of large bottles being shared between multiple people is declining. Instead, popularity is rising for small bottles that are easy to carry and can be finished while still fresh, and they are increasingly purchased in bulk quantities.

The market for small bottles of plain water is being driven by Suntory Tennensui (Natural Water) and I Lohas (by Coca Cola). Those products have recently been joined by Petit Evian in super-small 220ml bottles, which was launched in March 2017, and Kirin Haretomizu, launched at the end of May. The growth in sales of small containers is expected to continue.



Photos from Evian, Kirin and Coca Cola website

Flavored Water

According to a survey by Inryo Soken, flavored and sparkling water products accounted for a 17% share (approximately 45 million cases) within the mineral water market volume of 270.5 million cases (one cases is 24 500ml bottles).

At last, lemon tea is clear! “Suntory Tennensui Premium Morning Tea Lemon” has attracted a lot of attention since its launch in late March.

The same Suntory Tennensui brand scored a hit with its “Minami Alps Tennensui and Yogurina” product, which was launched in April 2015, and sells out as production falls short of demand. This product looks like clear, colorless “water”, but it tastes like yoghurt. This novel idea caught on, contributing to the expansion of the “flavored water” market category.

The category of flavored waters, which include elements such as subtle fruit juice and carbonation, is said to have been pioneered by “Momo no Tennensui” (Natural Peach Water), launched by Japan Tobacco in 1996. It was greatly expanded by the succession of products launched by Coca Cola in the “I Lohas” Series since 2010. The diverse range of flavors includes mandarin orange, apple, aloe, and tomato.





Photos from Suntory and Coca Cola website