

Passport 操作方法

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 Passport | Industries | Channels | Companies | Products | Consumers | Economies

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Passport is our award-winning market research knowledge hub for forward thinkers

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Discover detailed statistical data with our easy-to-use category tree to help you identify growth opportunities.

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Go

①こちらのプルダウンメニューをクリックし、見たいデータカテゴリを選ぶ(次頁はどれを選択しても同じなのでIndustriesをクリック推奨)

Briefing

Megatrends: Experience More with GenAI for Value Creation

GenAI is disrupting customer-brand experiences with a new era of hyper-personalisation and...

[Read more](#)

07 Mar 2025

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Retail Shoppers Are Redefining Value in Retail Amid a New Economic Reality

During times of economic uncertainty, consumers gravitate towards retailers that offer the...

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04 Mar 2025

Consumers

Experience

Innovation

Economy

Value

Business Models

Channels

Helpに使い方ビデオや各種定義一覧を閲覧可能



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Search

✓ Select categories (1)

② Select geographies (0)

Search

* bottled water

Find a specific category



Select category
view entry

③カテゴリ選択後にSelect geographiesを押し、地域を選ぶ

⊖ Industries

⊖ Appliances and Electronics

+ ☐ Consumer Appliances

+ ☐ Consumer Electronics

+ ☐ Toys and Games

⊖ Drinks

+ ☐ Alcoholic Drinks

+ ☐ Hot Drinks

⊖ ☐ Soft Drinks

☒ Bottled Water

+ ☐ Carbonates

②データを閲覧したいカテゴリを選択する(+を推すとそれぞれのカテゴリが細かく展開されるので、閲覧したいカテゴリを選ぶ)。選ぶと上段に選択したカテゴリが入る

iマークを押すと各カテゴリの"定義"が表示される



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✓ Select categories (1)

✓ Select geographies (1)

Search

✕ japan

Clear all

Find a specific geography

⊖ Geographies

☐ World

⊖ ☐ Asia Pacific

☐ Azerbaijan

☐ China

☐ Hong Kong, China

☐ India

☐ Indonesia

☒ Japan

☐ Kazakhstan

☐ Malaysia

“Geographies”のプルダウンメニューを展開すると、ASEANやG20などの地域連合や経済圏を選択可能

④閲覧したい国を選ぶ(複数選択可能)。上段に選択した国が入る

Geographies

APEC

ASEAN

BRICS

Cities in Asia-Pacific

Cities in Australasia

Cities in Developed Countries

Cities in Developing and Emerging

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You searched for:

CATEGORIES AND TOPICS (1): Bottled Water

GEOGRAPHIES (1): Japan

統計(Statistics)や分析(Analysis)を切り替えることが可能。デフォルトは統計

Modify Search

Save Search

Statistics

Analysis

Dashboards

見たいカテゴリや国を変更
したい場合こちらから可能

Refine your search

Geographies

Categories and topics

Companies

Brands

Market Sizes

Aggregated sales in a time series by standard data types, per capita and growth.

Bottled Water Japan

View full data set

Configure and export your data

Company Shares

Share of sales and actual sales by company

Bottled Water Japan

View full data set

Configure and export your data

⑤こちらのページで各種統計(市場規模、会社シェア、ブランドシェア)を閲覧可能。それぞれのデータを見る場合は"View full data set"を押す

Brand Shares

Share of sales and actual sales by brand in a time series by standard data types.

①統計データを見る

“Convert data”では統計の単位や為替の変更、成長率の表示等ができる

“Change data types”ではデータの種類を変更できる(金額や量など)

年代の切替(実績値と予測値)

ダウンロードボタン
(Excel形式のダウンロード)

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Search Results / Market Sizes

Historical

Definitions | Calculation Variables

Convert Data + CHANGE DATA TYPES Σ GROUP SUM 2019 2024 Apply Change Stats Type Modify search

Stats Type	Geography	Category	Data Type	Unit	2019	2020	2021	2022	2023	2024
	Japan	Bottled Water	Off-trade Volume	million litres	5,244.3	5,533.3	5,905.2	6,288.6	6,278.8	6,043.0

Research Sources:

1. Soft Drinks: Euromonitor from trade sources/national statistics

市場規模(Market Size)ではそれぞれのカテゴリーの毎年の市場規模(金額や量)を閲覧可能。カテゴリによって表示されるデフォルトのデータ種類異なる(表示のbottled waterでは量で示されている)。その他だと金額の市場規模で表示されることが多く、現地通貨で表示される。通貨を統一したりデータの種類を変えたり可能

①統計データを見る

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Search Results /

Company Shares

Global - Historical Owner | Historical | % breakdown

[Definitions](#) | [Calculation Variables](#)

Convert Data +

CHANGE DATA TYPES ▾

CHANGE SHARE TYPES ▾

Σ GROUP SUM ▾

2019 ▾

2024 ▾

Apply

Change Stats Type ▾

Modify search

Stats Type ▾	Geography ▾	Category ▾	Company Name ▾	Data Type ▾	2019 ▾	2020 ▾	2021 ▾	2022 ▾	2023 ▾	2024 ▾
	Japan	Bottled Water	Suntory Holdings Ltd	Total Volume	25.9	24.6	24.6	24.7	25.8	22.1
	Japan	Bottled Water	Coca-Cola Co, The	Total Volume	11.3	10.4	11.5	11.7	11.9	9.6
	Japan	Bottled Water	Asahi Group Holdings Ltd	Total Volume	8.7	8.4	8.0	8.0	8.4	8.1
	Japan	Bottled Water	Kirin Holdings Co Ltd	Total Volume	9.5	9.5	8.2	7.5	5.8	6.6
	Japan	Bottled Water	Nac Co Ltd	Total Volume	2.0	1.9	1.9	1.7	1.7	1.8
	Japan	Bottled Water	Otsuka Holdings Co Ltd	Total Volume	2.2	1.8	1.8	1.8	1.5	1.4
	Japan	Bottled Water	Aqua Clara Inc	Total Volume	1.3	1.3	1.3	1.2	1.2	1.2
	Japan	Bottled Water	Zaiho Group	Total Volume	0.7	0.6	0.6	0.6	0.6	0.7
	Japan	Bottled Water	Danone, Groupe	Total Volume	2.6	1.8	1.0	1.0	0.8	0.6
	Japan	Bottled Water				0.8	0.7	0.7	0.4	0.4
	Japan	Bottled Water				0.3	0.2	0.3	0.3	0.3
	Japan	Bottled Water				0.2	0.2	0.2	0.2	0.2
	Japan	Bottled Water				0.6	0.5	0.5	0.2	0.1
	Japan	Bottled Water				0.2	0.2	0.1	0.1	0.1
	Japan	Bottled Water				0.0	0.0	0.0	0.0	0.0
	Japan	Bottled Water				-	-	-	-	-
	Japan	Bottled Water				12.6	12.4	13.3	14.2	19.2
	Japan	Bottled Water				25.0	26.8	26.6	26.9	27.4
	Japan	Bottled Water				100.0	100.0	100.0	100.0	100.0

シェア(Company Share, Brand Share)ではそれぞれのカテゴリーのシェアが高い順に羅列される。デフォルトではシェア率が表示されるデータの切替でランキングや実際の数値に変更可能

Research Sources:

1. Soft Drinks: Euromonitor from trade sources/national statistics

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GEOGRAPHIES (1): Japan

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Country Report

Bottled Water in Japan

Analyst: [Sean Kreidler](#)
Country Report | 17 Dec 2024

In Japan, where the tap water is safe to drink, the practice of purchasing bottled water for home use was historically uncommon. However, the Great East Japan Earthquake in 2011 shifted this mindset, as concerns arose about the potential contamination of tap water with radioactive substances following the nuclear power plant accident. Even after fears subsided, this incident taught consumers the importance of having a stockpile of bottled water for emergencies. The trend of stockpiling was further [Read more](#)

Modify Search

Save Search

Analysisを押すとカントリーレポートという、その産業の最新の傾向を把握可能なレポートを読むことができる

①統計を見る

[Back to results](#) /

Bottled Water in Japan

Country Report | Dec 2024

上のタブで分析やデータグラフィック等に切替が可能

Analysis

Datagraphics

Context

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KEY DATA FINDINGS

- Off-trade volume sales decrease by 4% in 2024 to 6,043 million litres
- Functional bottled water is the best performing category in 2024, with off-trade volume sales increasing by 2% to 319 million litres
- Suntory Beverage & Food Ltd is the leading player in 2024, with an off-trade volume share of 23%
- Off-trade volume sales are set to decrease at a CAGR of 1% over the forecast period to 5,858 million litres

言語の切替可能

2024 DEVELOPMENTS

Prices rise, but demand for bottled water remains high

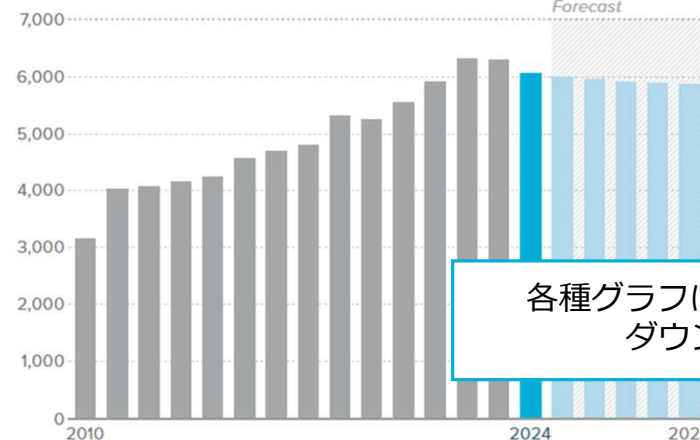
In Japan, where the tap water is safe to drink, the practice of purchasing bottled water for home use was historically uncommon. However, the Great East Japan Earthquake in 2011 shifted this mindset, as concerns arose about the potential contamination of tap water with radioactive substances following the nuclear power plant accident. Even after fears subsided, this incident taught consumers the importance of having a stockpile of bottled water for emergencies. The trend of stockpiling was further intensified during the COVID-19 pandemic, when home confinement became the norm. Today, bottled water has become a staple in many households, used not only for drinking, but also for brewing coffee or tea, preparing baby formula, and cooking.

In 2024, as consumers seek more alternatives outside their homes following the pandemic, the demand for...

Sales of Bottled Water

Off-trade Volume - million litres - 2010-2029

6,043



各種グラフは画像およびExcelでダウンロード可能

②統計以外の情報を見る

② ビジュアルデータを見る

① ホーム画面上部のバーから ビジュアルデータ閲覧可能

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By 2029, Asia Pacific will host 56% of the global population aged 65+, representing a trillion-dollar opportunity. This report provides a critical framework to understand, devel...

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01 Apr 2025

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- Drinks > Consumer Electronics
- Food and Nutrition > Toys and Games
- Health and Beauty >
- Home Products >
- Luxury and Fashion >
- Nicotine and Cannabis >
- Services >
- B2B >

② 統計データ検索と同じく
見たいカテゴリを選択し
クリックする

Use our Industries research to:

Optimise your growth through new market and category opportunities.

Evaluate the competitive landscape and benchmark your performance.

Identify growth drivers and act quickly on emerging trends.

② ビジュアルデータを見る

統計のデータセット
(先と同じ)

Home > Industries > Consumer Appliances

Consumer Appliances

Explore categories and subcategories to find detailed datasets and actionable insights.

Select

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The World Market for Small Appliances

Pandemic-era purchases are nearing end of life, driving growth through replacement cycles in 2024 and beyond. Categories such as air fryers, coffee machines, vacuum cleaners, air purifiers and multi-cookers will benefit. The industry is embracing AI, with smart appliances now labelled as AI, focusing ...

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02 Apr 2025

Briefing

Top Five Trends in Small Appliances

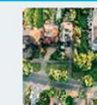
Five out of the top six growing appliance markets are from the Global South, with growth rates of 4.8-11.2%. As affluence rises, ACs are increasingly popular. Companies are shifting to direct customer relationships, facilitating servitisation. Subscription models, like LG's, are thriving, with significant...

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選択したカテゴリにおけるレポート一覧



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Consumer trends

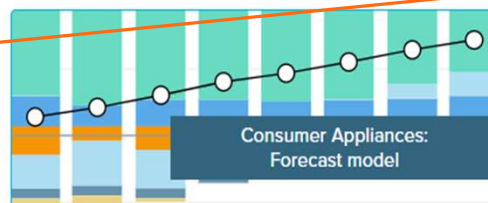
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Dashboards



Consumer Appliances:
Industry overview



Consumer Appliances:
Forecast model

③ Industry overviewにて
ビジュアル化されたデータを
閲覧可能(クリック)



2025 Consumer Trends

How can you respond to lifestyle shifts and evolving demands? Read our report to guide your growth plans.

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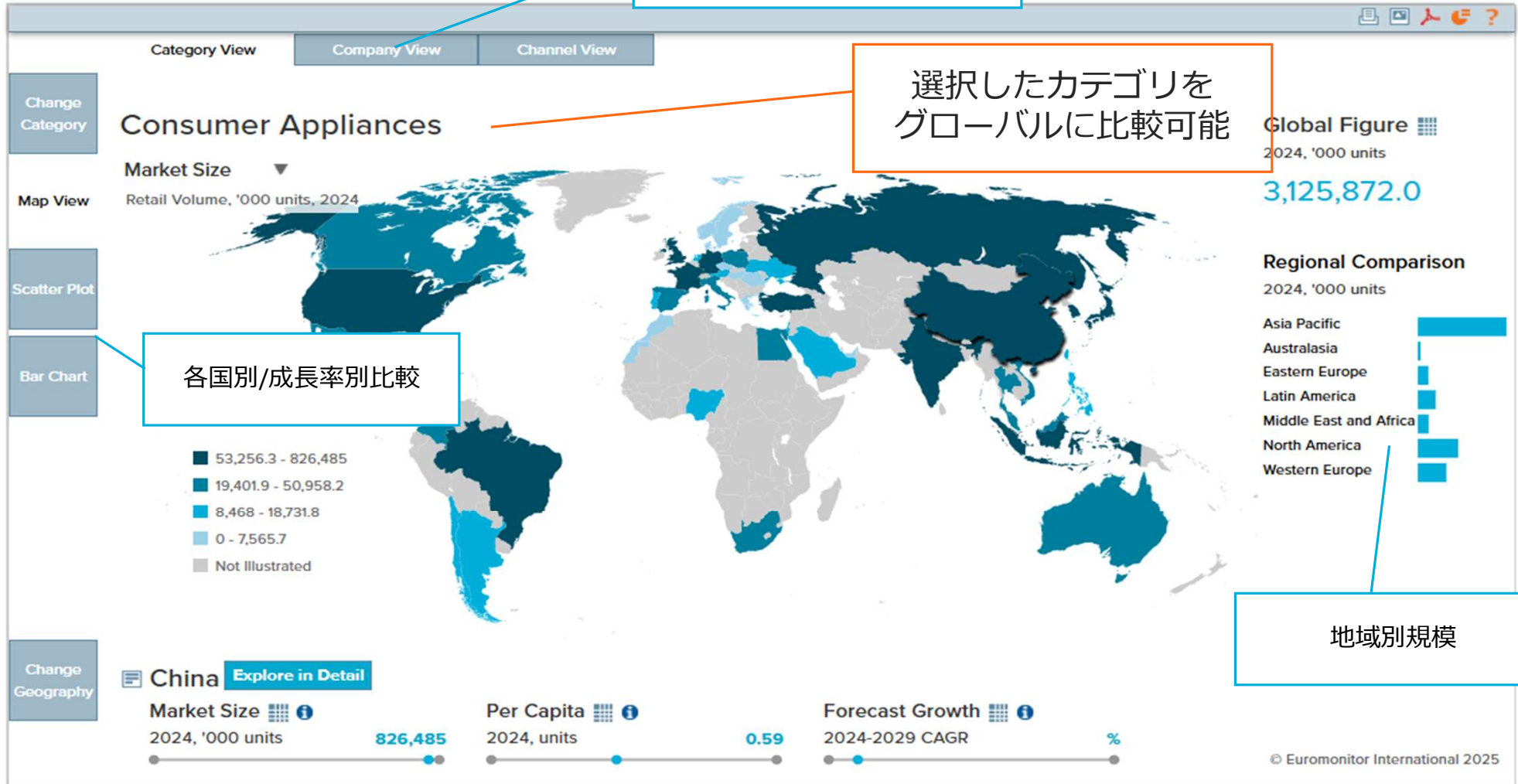
Consumer Appliances: Industry overview

グローバルの会社別シェアに
切替可能

選択したカテゴリを
グローバルに比較可能

各国別/成長率別比較

地域別規模



③関連レポートを検索する

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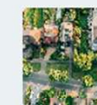
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Five out of the top six growing appliance markets are from the Global South, with growth rates of 4.8-11.2%. As affluence rises, ACs are increasingly popular. Companies are shifting to direct customer relationships, facilitating servitisation. Subscription models, like LG's, are thriving, with significant...

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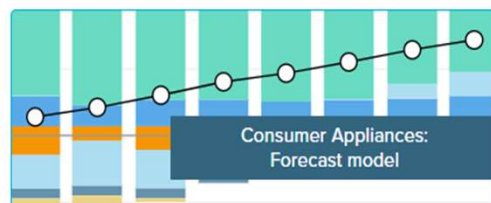
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Briefing

The World Market for Small Appliances
Analyst: [Tim Chuah](#)
Briefing | 02 Apr 2025
Pandemic-era purchases are nearing end of life, driving growth through replacement cycles in 2024 and beyond. Categories such as air fryers, coffee machines, vacuum cleaners, air purifiers and multi-cookers will benefit. The industry is embracing AI, with smart appliances now labelled as AI, focusing on climate control, cooking, health, and energy management. The "affordable premium" approach is resonating with consumers as cost of living continues to be an issue. [Read more](#)

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Top Five Trends in Small Appliances
Analyst: [Tim Chuah](#)
Briefing | 02 Apr 2025
Five out of the top six growing appliance markets are from the Global South, with growth rates of 4.8-11.2%. As affluence rises, ACs are increasingly popular. Companies are shifting to direct customer relationships, facilitating servitisation. Subscription models, like LG's, are thriving, with significant growth in South Korea and plans to expand to SEA. The replacement cycle will drive 2024 growth. AI is reshaping the industry, enhancing climate control, cooking and energy management. [Read more](#)

Briefing

Unlocking the Trillion-Dollar Opportunity: Tailored Strategies for Asia Pacific's Aging Population
Analyst: [Megumi Matsunaga](#) [David Zhang](#) [Rachel He](#)
Briefing | 01 Apr 2025
By 2029, Asia Pacific will host 56% of the global population aged 65+, representing a trillion-dollar opportunity. This report provides a critical framework to understand, develop and address the unmet needs of this rapidly growing demographic. Leveraging Euromonitor's Inclusivity - Empowerment - Indulgence framework, companies that act now will secure future growth and maintain relevance in a shifting consumer landscape. [Read more](#)

Q consumers

Q corporate strategy

Q survey

Q wellness and wellbeing

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Unveiling Transformative Megatrends in Western Europe
Analyst: [Elif Polat](#) [Selin Erdem](#) [Sarah Wood](#)
Briefing | 27 Mar 2025
Digital Living, Convenience, Pursuit of Value and Sustainable Living are key megatrends in Western Europe, shaped by technological advancements, demographic changes and shifting consumer values. Demand for multifunctional products is driving brands to simplify and optimise. Despite privacy concerns, AI-driven personalisation is gaining acceptance. Value perceptions are shifting toward functionality and affordability, while sustainability continues to influence purchasing choices. [Read more](#)

Country Report= 各国別産業レポート
Briefing= テーマ別レポート

④その他

ホーム画面の検索バーで
キーワード(単語、会社名)等を入れて
検索も可能

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