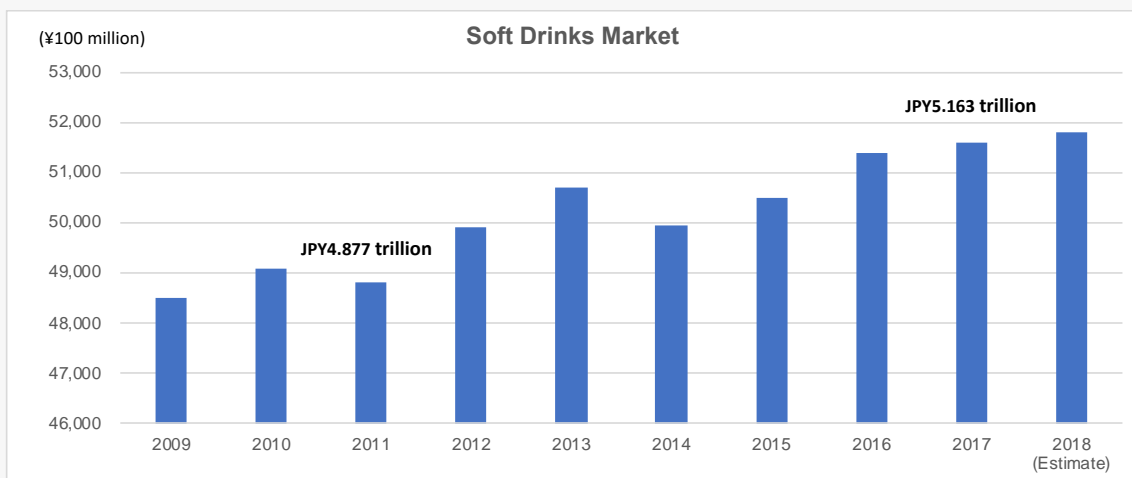


Soft Drinks & Water
December 5, 2018
HEALTHY DRINKS

In recent years, the healthy drinks market has been expanding steadily, buoyed by the popularity of products such as tea-type soft drinks and functional drinks. In addition, the beverage market as a whole has been boosted by the resurgence of mineral water in 2018. According to the Nikkei Shimbun, the total size of the soft drink market in 2017 was JPY5.1631 trillion, up 0.5% YOY, and the outlook is for the market to reach JPY5.1848 trillion in 2018, up 0.4%.

Sugarless tea drinks are showing steady growth, and demand for them is expected to continue, as consumers become increasingly aware of health and water replenishment needs. Sales volumes of mineral water are also expanding, and sugarless drinks are seen as a driver of the market in future. Pouch jelly drinks, which have nutritional value and health value as selling points, are expected to grow, as are the categories of yogurt drinks, and vegetable-based drinks.



Source: Nikkei Shimbun

Here, we introduce pouch jelly drinks, and other drink types which have nutritional and health value as selling points.

<Super CC Lemon>

The leading example is Super CC Lemon, from Suntory Beverage and Food. This is a carbonated drink with added fruit juice, which can be expected to relieve the fatigue of work and daily life. It is marketed as a “functional food display product”, which allows the company to stand behind labeling with health effects.

CC Lemon is a hit product that has been on sale since 1994. Super CC Lemon has 2,700mg of added citric acid per bottle, as well as vitamin C equivalent to 50 lemons. It is the first carbonated fruit juice drink to become a functional food display product with citric acid as a contributing functional ingredient. The main target is men in their 40s, who tend to be vulnerable to feelings of fatigue, and the 350ml size makes it easier to drink the whole bottle.



(Photos from company websites)

<Sokko Genki Jelly - Grape-flavored concentrated nutrition with 11 vitamins and four minerals>

Meiji launched Sokko Genki Jelly nationwide in September 2018. It meets needs for nutrition management at hospitals and other medical institutions. It concentrates 11 vitamins and four minerals that people easily run short of into a single drink, at high added concentrations.

It combines the following ingredients, which are necessary for maintaining good physical condition: 11 vitamin types, niacin, pantothenic acid, vitamins A, B1, B2, B6, B12, C, D, E, and folic acid, and 4 mineral types, zinc, iron, copper, and selenium.

As the name indicates, the healthy drink industry wants to further invigorate people with healthful drinks and jelly-type beverages that are sources of health and vitality, and relieve the fatigue of everyday life.