

Passport 操作方法

①統計データとレポート を見る

①統計データを見る

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

Helpに使い方ビデオや各種定義一覧を閲覧可能


Search for data, analysis, insights and more.




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)

Explore categories

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

Select 



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

[Consumers](#) [Experience](#) [Innovation](#)

Briefing

Shoppers Are Redefining Value in Retail Amid a New Economic Reality

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

[Read more](#)

04 Mar 2025

[Economy](#) [Business Models](#) [Channels](#)

[Value](#)



①統計データを見る

Help centre



Euromonitor
International



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Extract Data



Make selections, then view the results, explore the data or simply extract what you require.

Cancel

Industries

- Appliances and Electronics
 - Consumer Appliances
 - Consumer Electronics
 - Toys and Games
- Drinks
 - Alcoholic Drinks
 - Hot Drinks
 - Soft Drinks
 - Bottled Water
 - Carbonates
 - Concentrates

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)。選ぶとレ点チェック及び右側のバーに選んだカテゴリが表示される

③カテゴリ選択後にNEXTを押し、地域を選ぶ

iマークを押すと各カテゴリの"定義"が表示される

Selections:

Categories

- Bottled Water


Geographies

Next

①統計データを見る

Make selections, then view the results, explore the data or simply extract what you require. × Cancel

Find a specific geography 

Geographies 


Select geographies


“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)
右に選択した国が入る

選び終わったらView resultsを押す

Selections:

Categories 

Geographies 

China Clear all 

Back

View results

[Continue with extraction](#) 

3 

①統計データを見る

Help centre



Euromonitor International



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

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

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

Company Shares

Share of sales and actual sales by company

Bottled Water Japan

View full data set

Configure and export your data

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)

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

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

ダウンロードボタン
(Excel形式のダウンロード)

Search Results /
Market Sizes

Historical View current definitions | 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			6,278.8	6,043.0

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

ダウンロードでは現在表示しているデータを“Export Current DataSet”でExcelに落とすことができる。“Export Full Dataset”は現在選択しているカテゴリと国の全ての関連データをExcelで落とすことができる(数分時間が掛かる)

①統計データを見る

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

You searched for:
CATEGORIES AND TOPICS (1): Bottled Water
GEOGRAPHIES (1): Japan

Statistics | Analysis | Dashboards

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](#)

Company Shares
Share of sales and actual sales by company in a time series by standard data types.
Bottled Water Japan
[View full data set](#)

Brand Shares
Share of sales and actual sales by brand in a time series by standard data types.
Bottled Water Japan
[View full data set](#)

シェアデータの閲覧

①統計データを見る

“Convert Data”でランキングや実際の数値に変更

Search Results /
Company Shares

年代の切替(最大で実績値10年)

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



①統計を見る (Country Report)

You searched for:
CATEGORIES AND TOPICS (1): Bottled Water
GEOGRAPHIES (1): Japan

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

Modify Search

Save Search

Statistics

Analysis

Dashboards

Refine your search

Geographies 

Categories and topics 

Analysis 

Sort 

Dates 

 Browse All Themes

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 furth [Read more](#)

①統計を見る (Country Report)

上のタブで分析やデータグラフィック等に切替が可能

[Back to results /](#)

Bottled Water in Japan

Country Report | Dec 2024

Analysis

Datagraphics

Context

Download

Related

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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

2024 DEVELOPMENTS

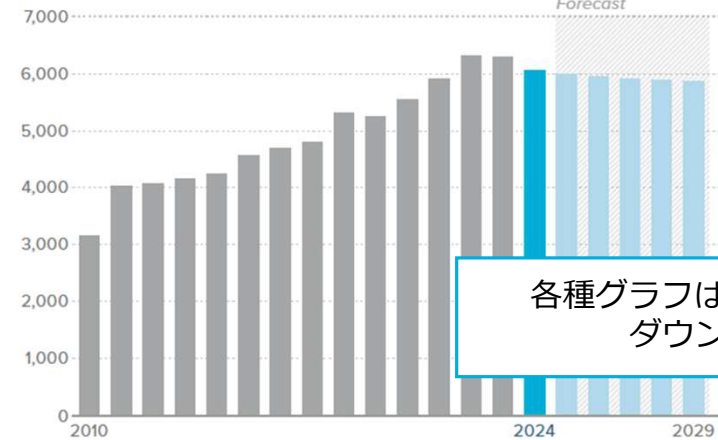
Prices rise, but demand for bottled water remains high

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.

言語の切替可能

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

①統計を見る (Country Report)

データグラフィックでは、グラフなどのビジュアル情報を表示可能で引用可

Back to results /

Bottled Water in Japan

Country Report | Dec 2024

Analysis | **Datagraphics** | Context | Download | Related

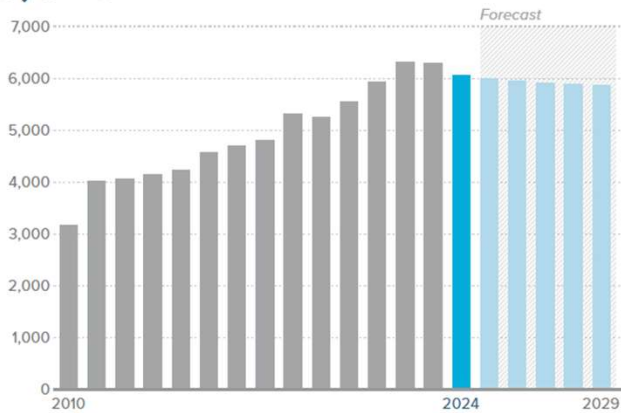
Share my link | Save to my content | Convert C

Market sizes

Sales of Bottled Water

Off-trade Volume - million litres - 2010-2029

6,043



Sales Performance of Bottled Water

% Y-O-Y Off-trade Volume Growth 2010-2029

-3.8%

Forecast

Retail Channels

Retail Channels for Bottled Water

Off-trade Volume 2024 and Percentage Point Growth - 2019-2024



最新のチャネル構造なども閲覧可能

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

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

Search

Passport AI

Search for data, analysis, insights and more.



Explore categories

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

Select

Go

Innovation

Unlocking the Trillion-Dollar Opportunity: Tailored Strategies for Asia Pacific's Aging Population

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...
[Read more](#)

01 Apr 2025

Briefing

Consumers

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Survey

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Maximising Opportunities in the Millennial Market

Millennials, a 1.7 billion cohort, comprising 21% of the global population, currently hold the highest collective gross income across all generations. While facing financial...
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31 Mar 2025

Briefing

Consumers

AI

Emerging Markets

Value

Recent searches

Saved searches

② ビジュアルデータを見る

- Appliances and Electronics > Consumer Appliances
- 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

選択したカテゴリにおけるレポート一覧

Consumer Appliances

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

Select

Go

Latest reports

Briefing

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 ...

[Read more](#)

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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02 Apr 2025

[View all](#)



Sustainable home

Use new technologies to better use natural resource and mitigate against...
[Explore more](#)



Smart home

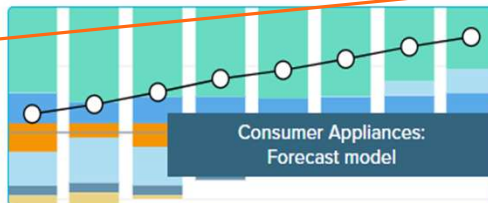
Interoperability will unlock potential, enabling enhanced experiences.
[Explore more](#)



Consumer trends

Stay ahead of long-term shifts in consumer behaviour and purchasing...
[Explore more](#)

Dashboards



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.

[Explore more](#)

②ビジュアルデータを見る

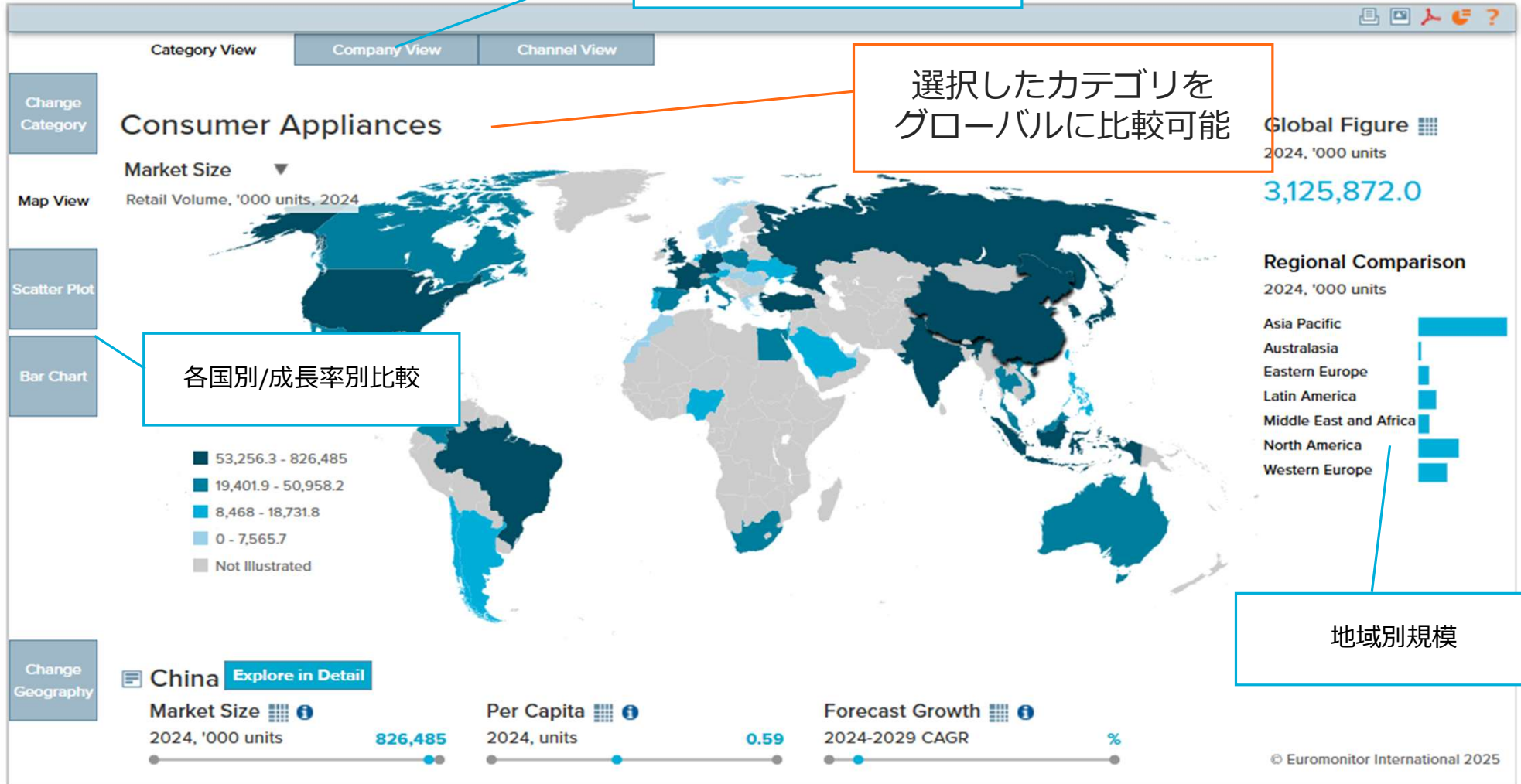
Consumer Appliances: Industry overview

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

選択カテゴリのレポート一覧入口

Help centre



Search

Passport AI

Consumer Appliances

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

Select

Go

Latest reports

Briefing

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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Smart home

Interoperability will unlock potential, enabling enhanced experiences.

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Consumer trends

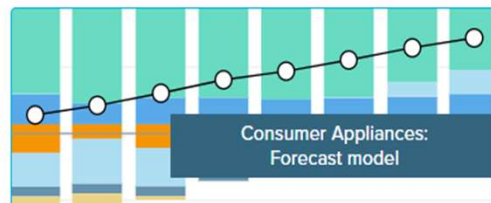
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Consumer Appliances:
Industry overview



Consumer Appliances:
Forecast model



2025 Consumer Trends

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

[Explore more](#)

③ 関連レポートを検索する

The screenshot displays the Passport website's search results for 'Consumer Appliances'. The interface includes a top navigation bar with 'Passport', 'Industries', 'Economies', and a search bar. A breadcrumb trail shows 'Home > Industries > Consumer Appliances'. On the left, there is a 'Refine your search' sidebar with filters for Geographies, Categories and topics, and Analysis. Below this are 'Sort' and 'Dates' dropdowns, and a list of search tags such as 'inflation', 'consumers', 'corporate strategy', 'economy', 'business models', 'digital', 'sustainability', 'ai', 'emerging markets', and 'home life'. A 'Browse All Themes' link is at the bottom of the sidebar. The main content area lists four reports, each with a 'Briefing' label, a title, analyst names, a date, and a summary paragraph with a 'Read more' link. The reports are: 1. 'The World Market for Small Appliances' (Apr 2025) by Tim Chuah; 2. 'Top Five Trends in Small Appliances' (Apr 2025) by Tim Chuah; 3. 'Unlocking the Trillion-Dollar Opportunity: Tailored Strategies for Asia Pacific's Aging Population' (Apr 2025) by Megumi Matsunaga, David Zhang, and Rachel He; 4. 'Unveiling Transformative Megatrends in Western Europe' (Mar 2025) by Elif Polat, Selin Erdem, and Sarah Wood. Two callout boxes are present: a blue one on the left stating 'レポートを国別・カテゴリ別・トピック別で絞り込み可能' (Reports can be narrowed down by country, category, and topic), and an orange one on the right stating 'レポートがリリース順に表示される 左のバーでソートが可能' (Reports are displayed in release order, and sorting is possible in the left bar). An orange box at the bottom right explains 'Country Report= 各国別産業レポート' and 'Briefing= テーマ別レポート'. A question mark icon is in the bottom right corner.

Passport | Industries | Economies | Search | Passport AI

Home > Industries > Consumer Appliances

Analysis

Refine your search

Geographies

Categories and topics

Analysis

Sort

Dates

Q inflation

Q consumers

Q corporate strategy

Q economy

Q business models

Q digital

Q sustainability

Q ai

Q emerging markets

Q home life

🔍 Browse All Themes

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](#)

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](#)

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

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](#)

レポートを国別・カテゴリ別・トピック別で絞り込み可能

レポートがリリース順に表示される 左のバーでソートが可能

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

?

④その他

ホームページの検索バーで
キーワード(単語、会社名)等を入れて
検索も可能

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

Search Passport AI Search for data, analysis, insights and more.

Explore categories

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

Select

Go

Innovation

Unlocking the Trillion-Dollar Opportunity: Tailored Strategies for Asia Pacific's Aging Population

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...

Read more

01 Apr 2025

Consumers Corporate Strategy Survey

Wellness and Wellbeing

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Maximising Opportunities in the Millennial Market

Millennials, a 1.7 billion cohort, comprising 21% of the global population, currently hold the highest collective gross income across all generations. While facing financial...

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31 Mar 2025

Consumers AI Emerging Markets Value

Recent searches Saved searches

28 MAR 2025

Categories and topics (1): Carbonates

Geographies (54): Argentina, Austria, Australia, Belgium, Brazil, Bulgaria, Canada, Switzerland, Chile, China, Colombia, Czech Republic, Germany, Denmark, Egypt, Spain, Finland, France, United Kingdom, Greece, Hong Kong, China, Hungary, Indonesia, Ireland, India, Israel, Italy, Japan, South Korea, Morocco, Mexico, Malaysia, Netherlands, Norway, New Zealand, Philippines, Poland, Portugal, Peru, Romania, Russia, Saudi Arabia, Sweden, Singapore, Slovakia, Thailand, Turkey, Taiwan, United Arab Emirates, Ukraine, USA, Venezuela, Vietnam.

④その他 Passportが動かなくなったり/画面遷移しない/System Errorが出る等

①Safariブラウザを利用している場合

➡ PassportがSafariとの相性が悪いので、Google ChromeやEdge, Firefoxなどの別のブラウザでPassportを開く

②画面遷移しない場合やerror場合

➡ ブラウザの更新ボタンで直すこともあるが、直らない場合は③へ

③キャッシュクリアを実行する

➡ キャッシュクリアをし再度Passportに入る/読み込むと解決するケースが多い
[ctrl]+[shift]+[delete]または[command]+[shift]+[delete]を同時押しでショートカット

Thank you