

A green teapot with a black handle and spout, decorated with red flowers and green leaves, is positioned in the top right corner. The background is a light green gradient with abstract shapes, daisies, and tea leaves.

# Green tea + Hosei-cha Market Analysis

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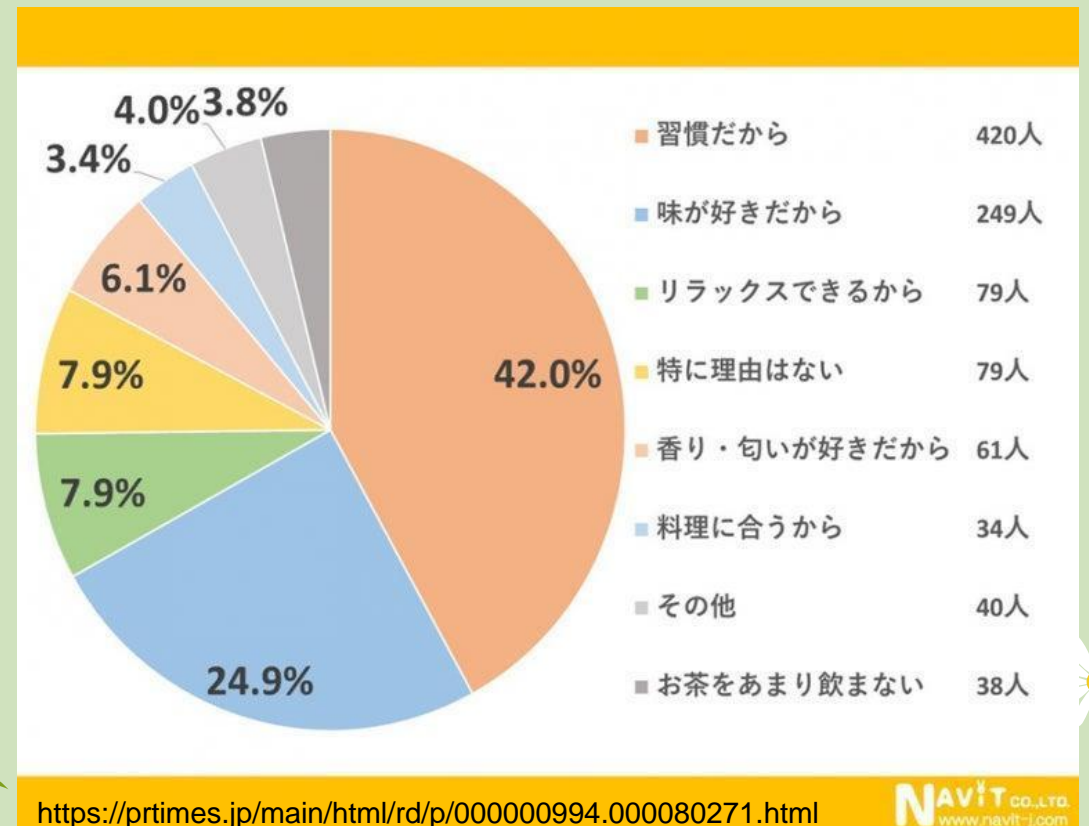
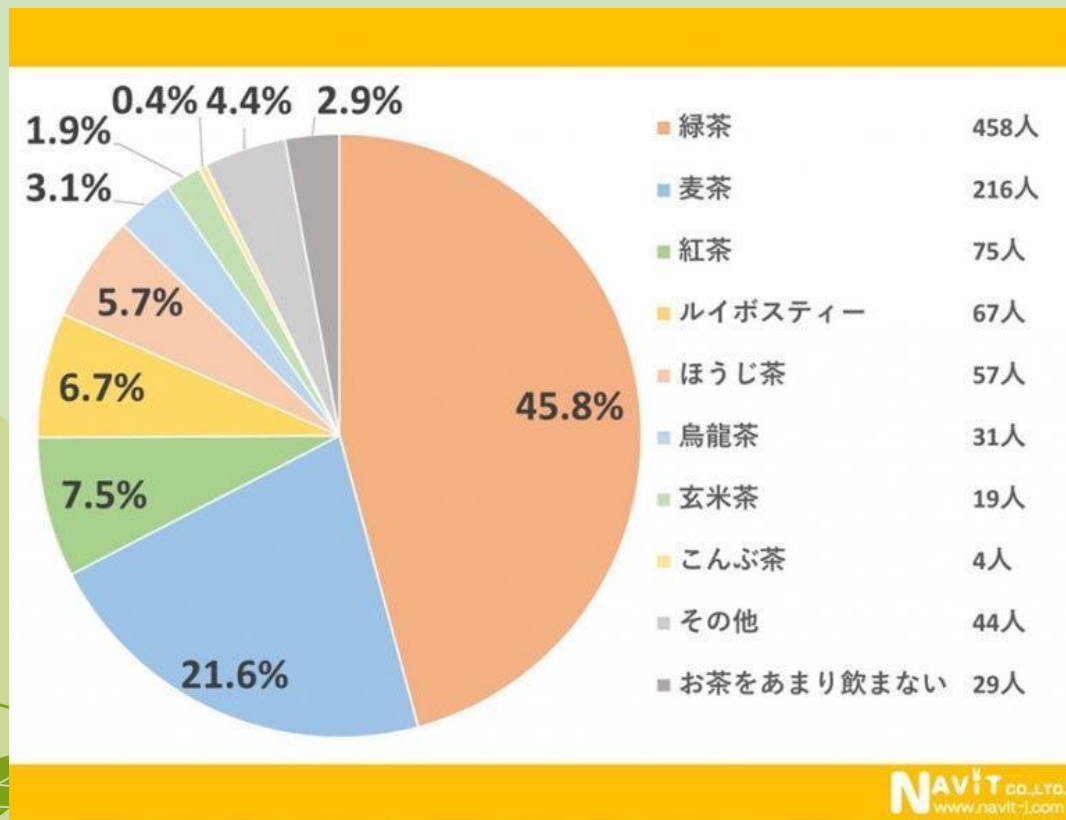


**Our CM**



# Green Tea is the most drunk tea

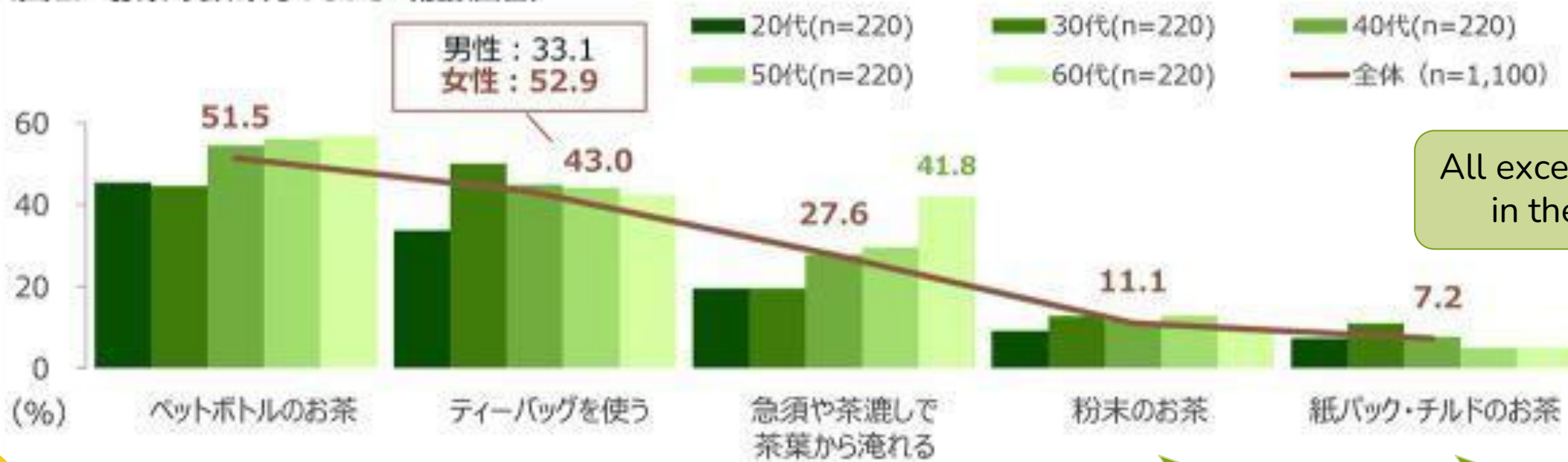
Tea is embedded in Japanese Culture  
Green tea is the most popular tea out of all





# Bottled tea is the most drunk method for most generations

<図1> お茶の飲み方TOP5 (複数回答)



Bottled tea

Tea bag

Kyusu teapot  
+ tea leaves

Powdered  
tea

Carton tea or  
Chilled tea



# Green Tea consumption is decreasing



94% of the **senior population** consume green tea



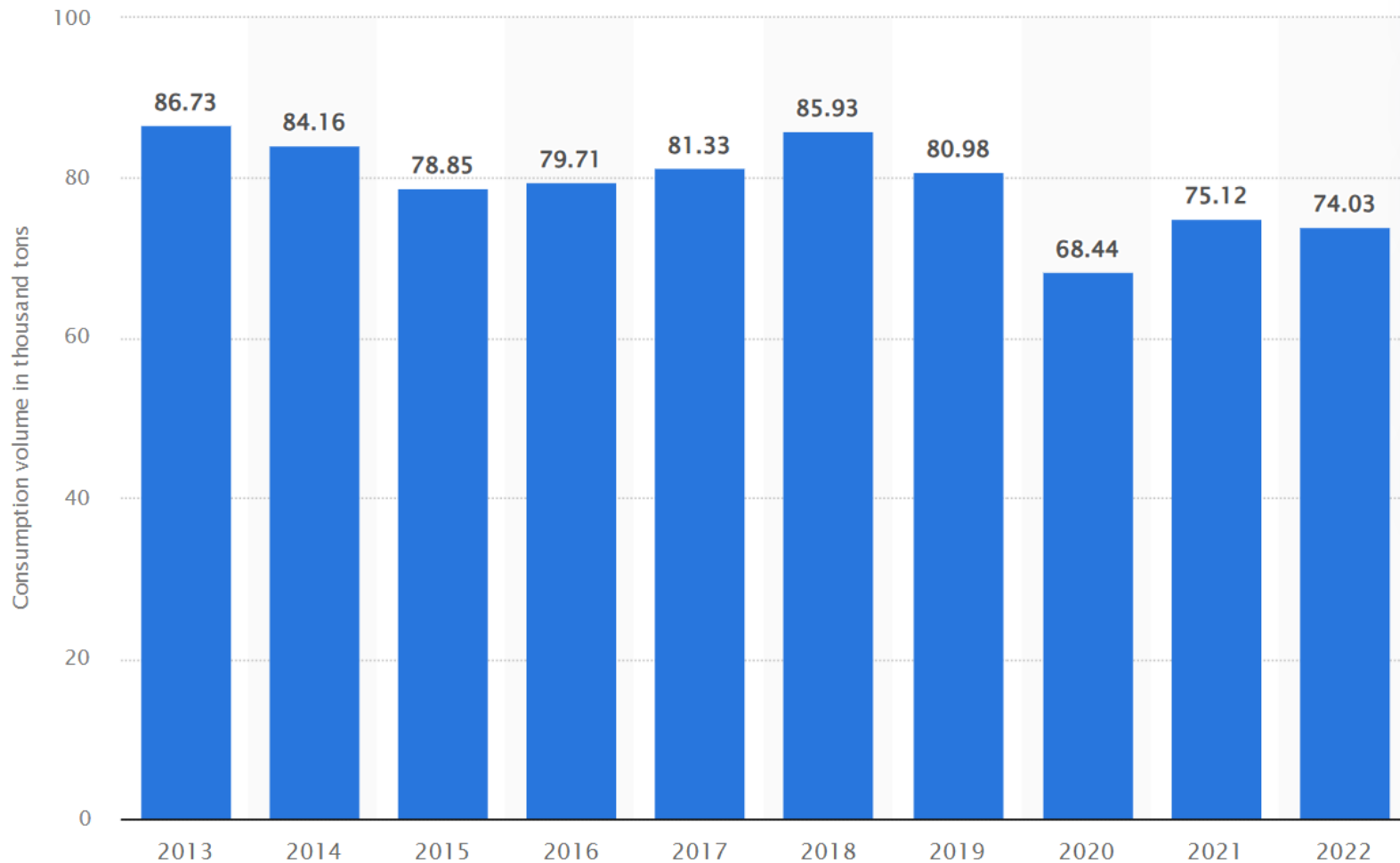
Only 40% of **people in their 20s** drink green tea in Japan.



**Younger generations** tend to consume other beverages

# Green tea consumption volume in Japan from 2013 to 2022

(in 1,000 tons)





# Sencha is the most consumed Green tea - 54%

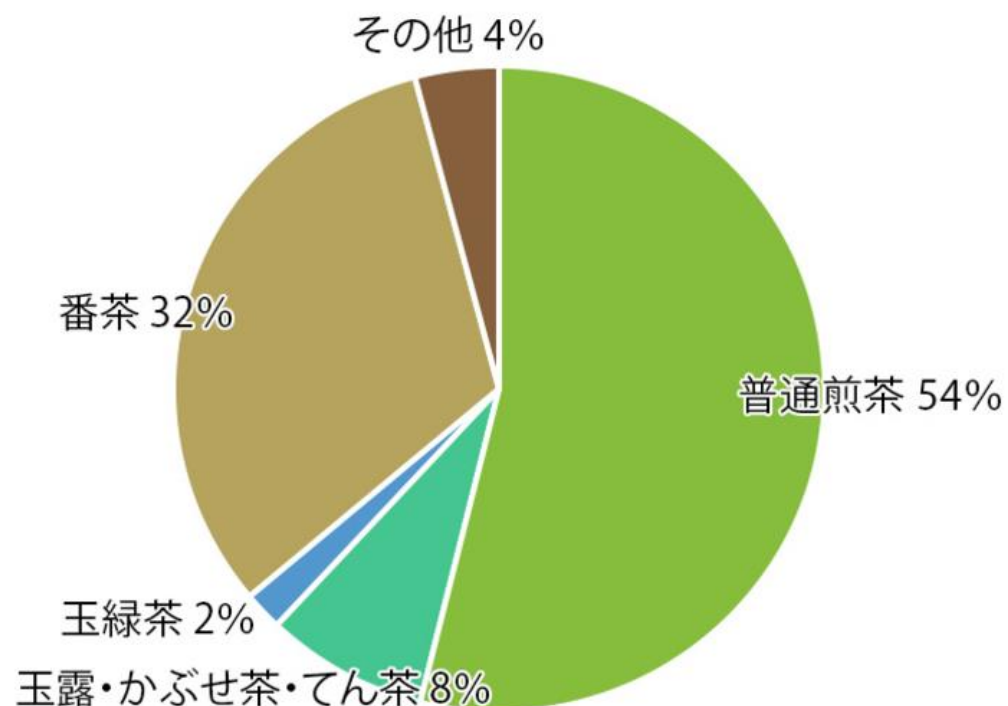


## Most commonly consumed green tea

1. Sencha - 54%
2. Bancha - 32%
3. Gyokuro, kabusecha, tencha - 8%



2020年 茶種別荒茶生産量



令和2年 全国茶生産団体連合会



# SWOT ANALYSIS OF THE JAPANESE TEA MARKET

## S

Revered cultural heritage  
Accessible (vending machines, konbini, supermarket)  
Product diversity (tea types)  
Attractive packaging design

## W

High production costs  
High competition among tea brands  
Adapting to seasonal demand



## O

Rising trend of health-awareness  
Rising trend of sustainability (cultivation, packaging)  
Demand for green tea increasing (globally)  
Growing demand from international market  
Digital Marketing

## T

Alternative beverages  
Rising environmental concerns (plastic bottles)  
Economic pressures  
Green tea consumption is decreasing  
Changing demand/preferences





# SWOT ANALYSIS OF HOSEI TEA



**S**  
Brand identity  
Cheaper than other teas - 130 yen  
Discounts  
Exclusive  
Healthy (high level of CATECHIN and Vitamin C)  
Sencha is the most commonly drank tea leaves  
Served in university events (promotion)

**O**  
Growing health trends among both younger and older generation  
Demand for green tea increasing (globally)  
Tea drinking is part of Japanese culture  
Green tea is the most popular tea

**W**  
Not enough faces  
Not organically grown  
Oxidizes over time  
Not eco friendly (Ocha no nawa question)  
Not really well known by the students  
Bottle cannot be heated  
12 months shelf-life  
Taste fits preference of staff not students  
More bitterness compared to the other tea

**T**  
High competition  
Climate change  
Consumers are thrifty  
Uncommon tea leaves popularity increasing  
Green tea consumption is decreasing (in Japan)

# Segmentation



## • Campus

1. Ichigaya
2. Tama
3. Koganei



## • Age

1. High school Students 16-18
2. University Students 20-34
3. University Staff 35 - 65



## • Gender

1. Males
2. Females
3. Others



## • Lifestyle

1. Health conscious
2. After school activities
3. Studious



# Drinking Occasion

Hosei TEA

## Regular

Regularly drinks Hosei cha

## Semi-Regular

Sometimes drinks Hosei cha

## Special Occasion

Rarely drinks Hosei cha

## 1st timer

Has tried Hosei cha once

## Non-drinker

Has never tried Hosei cha

## Potential drinker

Heard of Hosei cha but hasn't tried



# Target Customer (Based on the CM)




## Students in Hosei

- English Program
- Japanese Program
- ESOP



## Problems of Students

- Busy life (classwork, part-time, etc.)
- Academic Pressure 
- Stress (social pressures, future uncertainty, health concerns, financial issues)



# Persona of Target Customer

## Profile

**Age:** 18-25

**Location:** Tokyo, Japan

## Occupation

**Job:** Student  
(in Hosei University)

Part-time worker

## Personality

Adventure 

Extrovert 

Sportive 

Attentive 

## Interests

 Travel

 Shows

 Talk

 Art




# Customer Value

Better Performance and  
Productivity



## How?

- Better focus - L-theanine
- Higher Energy - caffeine
- Healthier body - high Catechin & Vitamin C 
- Daily hydration



# Our CM



# Resources

- Statista. (2024, April 5). *Green tea consumption in Japan 2013-2022*. <https://www.statista.com/statistics/662303/japan-green-tea-consumption/#:~:text=In%202022%2C%20around%2074%20thousand,representing%20other%20popular%20tea%20types.%20https://www.o-cha.net/english/teacha/distribution/greentea4.html%20https://prtimes.jp/main/html/rd/p/000000994.000080271.html%20https://www.cross-m.co.jp/report/life/20231012tea/>
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**Thank you for  
listening!**

- BAMBY

**Q&A section**