

Spirits in Japan

Market Direction | 2022-06-29 | 34 pages | Euromonitor

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Report description:

Up to 2019, whiskies enjoyed a decade of consecutive year-on-year growth, supported by the surging demand for highballs - a mix of whisky and carbonated water. Moreover, there was a worldwide boom in sales of Japanese whisky, which caused a supply shortage and forced manufacturers to limit shipment volumes in order to ensure a sufficient supply for future ageing. However, the pandemic halted growth for whiskies in 2020, and the trend remained the same in 2021. The sales performance of categories...

Euromonitor International's Spirits in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Spirits market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Consumers make highballs at home

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Suntory continues to drive the growth of gin

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Gin set to see an expanding choice of products

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