

## **Wine in Japan**

Market Direction | 2022-06-29 | 38 pages | Euromonitor

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### **Report description:**

The on-trade continued to struggle in wine in volume terms in 2021, due to the impact of the government's request to shorten opening hours for foodservice establishments following the declaration of the state of emergency, and the ban on the serving of alcoholic drinks. The loss of consumption opportunities was particularly notable for wine, as the category has a relatively high proportion of sales from the on-trade channel. Imported wines, which account for a high proportion of on-trade sales,...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

### Why buy this report?

- \* Get a detailed picture of the Wine 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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The off-trade channel aims to attract newcomers

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SOURCES

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