

Beer in Japan

Market Direction | 2023-06-22 | 33 pages | Euromonitor

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Report description:

Beer posted a total volume increase in 2022, thanks to a rebound in on-trade sales. In March 2022, Japan ended the COVID-19 quasi-emergency in all prefectures, and foodservice outlets were able to operate without any restrictions. As a result, on-trade volume sales of beer recorded dynamic growth. Nevertheless, in 2022 on-trade volume sales only recovered to less than 60% of that seen in 2019, pre-pandemic. This is because working from home has taken root, and the opportunities for after work dr...

Euromonitor International's Beer 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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