

## **Wine in Japan**

Market Direction | 2023-06-22 | 38 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2022, total volume sales of wine recorded slight growth thanks to a rebound in sales in the on-trade channel. 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 wine volumes recorded significant growth. Nevertheless, in 2022 on-trade volume sales recovered to only less than 70% of those seen in 2019, pre-pandemic. This is because working from home has taken root, and the oppor...

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 (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: Fortified Wine and Vermouth, Non Alcoholic Wine, 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Wine in Japan  
Euromonitor International  
June 2023

### List Of Contents And Tables

#### WINE IN JAPAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Post-pandemic behavioural changes create difficulties for wine in the on-trade

Players look for alternatives to Beaujolais Nouveau due to soaring prices

Diversified alcohol content from 0% ABV to attract new consumers

##### PROSPECTS AND OPPORTUNITIES

The need to expand the consumer base for wine

Nihon wine expected to benefit from the resumption of winery tours

Sake needs to go beyond tradition to attract more consumers

##### CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2017-2022

Table 2 Sales of Wine by Category: Total Value 2017-2022

Table 3 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 16 □GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 17 □NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 25 □GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 26 □NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 27 □LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022

Table 28 □Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 29 □Forecast Sales of Wine by Category: Total Value 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 30 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 31 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

## ALCOHOLIC DRINKS IN JAPAN

### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 32      Number of On-trade Establishments by Type 2017-2022

### TAXATION AND DUTY LEVIES

Summary 1      Taxation and Duty Levies on Alcoholic Drinks 2022

### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

### KEY NEW PRODUCT LAUNCHES

Outlook

### MARKET INDICATORS

Table 33 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

### MARKET DATA

Table 34 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 35 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 36 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 37 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 38 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 39 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 40 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 41 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 42 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 43 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 44 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 45 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 46 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 47 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 48 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

### DISCLAIMER

### SOURCES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



## Wine in Japan

Market Direction | 2023-06-22 | 38 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-25
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com