

## **Wine in Japan**

Industry Report | 2025-05-15 | 40 pages | MarketLine

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### **Report description:**

Wine in Japan

Summary

Wine in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The wine market consists of the sale of still wine, sparkling wine, and fortified wine. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using the constant annual average 2024 exchange rates.
- The Japanese wine market recorded revenues of \$5,713.9 million in 2024, representing a negative compound annual growth rate (CAGR) of 6.5% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 0.8% between 2019 and 2024, reaching a total of 355.9 million liters in 2024.
- The Japanese wine market recorded contraction during 2019-24 due to high import tariffs on wine, which make it difficult for foreign wineries to compete with domestic producers.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the wine market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the wine market in Japan
- Leading company profiles reveal details of key wine market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Japan wine market with five year forecasts

#### Reasons to Buy

- What was the size of the Japan wine market by value in 2024?
- What will be the size of the Japan wine market in 2029?
- What factors are affecting the strength of competition in the Japan wine market?
- How has the market performed over the last five years?
- How large is Japan's wine market in relation to its regional counterparts?

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