



Euromonitor
International

Spirits in Japan

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits continues to decline due to poor performance of shochu/soju

Suntory Spirits Ltd continues to lead spirits in Japan

On-trade sales and share continue to rebound in 2024, but remain low compared with 2019

PROSPECTS AND OPPORTUNITIES

Continued decline expected, as many younger consumers favour drinks other than shochu/soju

Popularity of whiskies set to continue to rise

Shochu/soju will need to attract a younger consumer group to end its struggles

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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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

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