



Euromonitor
International

Wine in Japan

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2024 DEVELOPMENTS

Continued decline in total volumes as sales are hit by price increases

Premiumisation in sake to drive value sales as volumes decline

On-trade sales and share struggle to rebound fully

PROSPECTS AND OPPORTUNITIES

Continued decline anticipated, although non-alcoholic wine set to see growth

Expanding the consumer base will be key for sake

More “ageing care” wines likely to emerge and gain popularity

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2024 key trends

Competitive landscape

Retail 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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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