



**Euromonitor
International**

Fine Wines/Champagne and Spirits in Japan

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Solid value growth observed, while volume growth is limited
- Other fine wine and other luxury spirits continue to perform well in 2024
- MHD Diageo Moët Hennessy KK continues to lead a highly fragmented category

PROSPECTS AND OPPORTUNITIES

- Fine wines/champagne and spirits forecast to see rising retail current value sales, backed by the Experience More trend
- Premiumisation in Japanese sake and whisky will continue to support value growth
- Increase in inbound tourism will support growth

CATEGORY DATA

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Luxury Goods in Japan - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2024: The big picture
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- Competitive landscape
- Retailing developments
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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-japan/report.