

# Cider/Perry in Japan

June 2024

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## Cider/Perry in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

On-trade sales continue to show strong recovery as lifestyles normalise  
Nikka continues to lead cider/perry and sees brand renewal

#### PROSPECTS AND OPPORTUNITIES

Acknowledgement from consumers remains an issue  
A good match with the low alcohol trend  
Craft cider/perry trend to continue

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Retailing developments  
On-trade vs off-trade split  
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Drink driving  
Advertising  
Smoking ban  
Opening hours  
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