

Wine in Japan

June 2024

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Wine in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases impact off-trade purchases of wine

Wine rebounds strongly on-trade, but is not yet at the pre-pandemic level

Suntory pushes Nihon (Japanese) wine

PROSPECTS AND OPPORTUNITIES

A need to capture new consumers

Strengthening sales of sake to inbound tourists

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On-trade vs off-trade split
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Advertising
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