

Fine Wines/Champagne and Spirits in Japan

October 2023

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Fine Wines/Champagne and Spirits in Japan - Category analysis

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2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023
Luxury spirits is the largest subcategory in terms of value sales in 2023
Fine wines/champagne and spirits is led by MHD Diageo Moët Hennessy KK in 2022

PROSPECTS AND OPPORTUNITIES

Value sales forecast to increase in constant 2023 terms over 2023-2028
Fine wines forecast to experience the fastest percentage CAGR increase during 2023-2028

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DISCLAIMER

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