

Vodka in Japan to 2014 (Spirits)

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Abstracts

Introduction

This databook provides key data and information on the Vodka in Japan (Spirits). This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

Category level company and brand share as well as distribution share information for 2007 and 2008

Highlights

The vodka category was valued at JPY10,007.7m (\$96.8m) in 2009, representing a negative CAGR of 1.4% since 2004.

By the end of 2014, the vodka category will be worth JPY9,673.3m (\$93.6m), with an expected negative CAGR of 0.7% between 2009 and 2014.

The vodka market volume totaled 3.9 million liters in 2009, representing a negative CAGR of 0.8% since 2004.

By the end of 2014, the vodka market will total 3.8 million liters, with an expected negative CAGR of 0.8% between 2009 and 2014.

The vodka market was led by unflavored vodka (representing 97% of the total value), with flavored vodka accounting for the remaining 3% share.

Diageo plc is the market leader with a 59.3% share of the market.

Vodka in Japan (Spirits)

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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