

Alcoholic Drinks in Japan

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Abstracts

In 2022, alcoholic drinks finally saw a rebound from the prolonged negative impact of COVID-19 in total volume terms. While 2022 continued to be a year under the impact of COVID-19, it was also a year in which significant steps were taken to ease infection control measures. The number of cases remained high in 2022 due to the Omicron strain of the virus, which spread to Japan from around the end of 2021. However, while the infection rate was higher, the proportion of people infected with the Omi...

Euromonitor International's Alcoholic Drinks in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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