

# Orion Breweries Ltd in Alcoholic Drinks (Japan)

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## Abstracts

Orion Breweries Ltd, having long been established in Okinawa prefecture, is targeting markets outside of the Okinawa prefecture, both in mainland Japan and overseas, to increase sales. The company, selling 90% of its products in Okinawa, aims to increase its sales share outside of the prefecture, including overseas, to 30% by 2016 from the 13% it held at the end of the review period.

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

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