

North America Sake Market Size and Forecast (2021 - 2034), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Ordinary, Junmai, Honjozo, Daiginjo, Ginjo, and Others), End User [On-Premise or Foodservice (Hotels and Restaurants, Bars, Cafes, and Others), Off-Premise or Retail (Supermarkets and Hypermarkets, Specialty Liquor Stores, Online Retail, and Others)], and Country

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Abstracts

The North America sake market size is projected to reach US\$ 2.37 billion by 2034 from US\$ 1.18 billion in 2025. The market is expected to register a CAGR of 8.1% during 2026-2034.

North America Sake has gained significant attention in the North America due to rising innovation and mixing integration in beverages.

Sake has gained more popularity among mixologists and city bars since New York, Chicago, Los Angeles, Toronto, and Vancouver have started using it in their innovative cocktail menus. Sake functions as an attractive cocktail ingredient as its delicate umami flavor and subtle sweetness enable it to serve as a base ingredient and flavor enhancer in modern cocktail recipes, which include sake martinis and low?ABV spritzes and fusion drinks that combine yuzu and botanicals and herbal infusions.

Sake-based ready-to-drink (RTD) cocktails are growing in popularity, which creates a strong basis for this mixology trend as North America currently serves as one of the

fastest-developing regional markets. The North America sake RTD cocktail market reached hundreds of millions of dollars in valuation in 2024, which will continue to expand at double-digit rates throughout the decade as younger urban health-conscious consumers show interest in low-alcohol beverage options that provide convenience. Sake usage in modern mixology extends beyond RTDs as it shows a bigger movement among consumers who prefer premium drinking experiences in bars and lounges, and restaurants that focus on craftsmanship, storytelling, and sensory exploration instead of standard drinking practices.

Professional bartenders are experimenting with sake in new contexts, which involves them creating drinks that use local flavors together with international tastes while showing the flexibility of sake for making beverages that appeal to expert drinkers and people new to cocktails. Sake is becoming more popular among mixologists who create ready-to-drink beverages, which expands its presence in North American drinking culture. The drink combines traditional Japanese origins with modern drinking patterns, which leads to market expansion through its innovative use and ability to keep customers interested.

According to data from the Japanese Sake and Shochu Makers Association, US imports of sake from Japan more than doubled from under 4 million liters in 2012 to over 9 million liters in 2022. This surge reflects a boom in sake popularity, with exports surging 23% in volume from 2023 to 2024, driven by demand in fine dining and retail sectors. In 2024, shipments to the US increased by 23.08% in volume and 25.86% in value, reaching nearly US\$ 74 million (?11.4 billion), underscoring North America's role in offsetting declines in other regions. The US accounts for a significant portion of global sake exports, making it Japan's top market ahead of China. This growth is fueled by the proliferation of Japanese cuisine, with over 30,000 Japanese restaurants nationwide incorporating sake into menus, pairing it with diverse foods such as cheeses and steaks.

Some of the key players operating in the North America sake market include SHEZEN; DAISHICHI SAKE BREWERY CO, LTD.; Brooklyn Kura; Nakano Sake Brewery Co., Ltd; Higashiyama Sake Brewery LLC; HAKUTSURU SAKE BREWING CO., LTD.; Yoshinogawa co, Ltd; SakeOne; Nihonsakari Co., Ltd.; Shata Shuzo Co., Ltd; Tatsuuma-Honke Brewing Co., Ltd; DASSAI Inc.; ASAHI-SHUZO SAKE BREWING CO., LTD.; Hakkaisan; and Origami Sake. Players operating in the North America sake market focus on providing innovative products at affordable prices to fulfill customer demand.

Primary and secondary sources have derived the overall North America sake market

size. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the North America sake market.

Reason to buy

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the North America Sake market.

Highlights key business priorities to assist companies in realigning their business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the North America Sake market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth North America Sake market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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