

Japan Beer Market: Current Analysis and Forecast (2025-2033)

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Abstracts

The Japan Beer market is set to show a growth rate of about 3.5% during the forecast period (2025- 2033F). Japan has a mature beer market that is still developing along with consumer preferences and demographic changes. The market has been traditionally concentrated among big domestic brewers, which include Asahi, Kirin, and Suntory, whereas the overall consumption has declined as a result of an aging population and growing health consciousness. Nevertheless, there is still high demand for major segments, especially in 5-10 percent ABV, which possess the largest market share, considering that they are well balanced concerning the alcohol strength and accessibility of the consumer. In order to curb the volume shrinkage in sales, firms have concentrated on diversifying their products. These will be growth in low-malt drinks (happoshu), novel genre drinks (third category), and luxury handcrafted beers. Craft beer has achieved significant growth, especially among the youth demographics and cities, because of the need to satisfy variety and quality.

Based on concentration, the Japan beer market is divided into up to 5%, 5%-10% percent, and over 10% of alcohol by volume (ABV). Out of these, the 5%-10% bracket has taken up the largest portion of the market. The reasons why the category is in high demand may include the fact that most beers found in this category are available, the perfect percentage of alcohol that leaves satisfying sensations without being intoxicated, and the high demand among the large range of the population. This type of liquor happens to be suitable when it comes to casual and social times of drinking because consumers tend to consume it and love the fact that the simple drink feels okay in the mouth as well as in the throat. Also, popular domestic and international brands of beer belong to this segment, which makes it more available and trustworthy among consumers.

The market is divided into standard and premium according to quality. The standard category occupies the majority of the market share. This has been mainly based on its affordability, availability in large numbers, as well as attracting the masses as the consumer base. Major domestic brewers commonly provide standard beers, and they are popular in everyday drinking, especially in social and casual places. Whereas the premium segment is on the rise, which is also contributed to by the increase in the popularity of craft beers, imports, and new flavors, the segment still constitutes a smaller part of the market and is much more attractive to young and more sophisticated consumers who look for variety and quality.

On the basis of packaging, the market is segmented into bottles, cans, and others. With the large number of beer companies offering beer in glass bottles in order to reduce the cost of packaging, as well as ease of shipping, the respective category has held a notable share across the beer market in Japan.

Based on the distribution channel, the market is divided into liquor stores, bars, breweries, hotels, restaurants, and others. Liquor stores have been the market leader among these owing to the convenience of location, easy access, and a large diversity of products. At liquor stores, consumers usually buy beer to use off the premises, either during a party or when purchasing to use personally. The liquor stores are also associated with competitive prices and offers, hence an appealing choice. Their vast distribution both in the city and the countryside also adds to their primacy position in the beer distributor market.

For a better understanding of the market adoption of Japan Beer, the market is analyzed based on its presence in regions such as Kanto, Chubu, Kansai, and Others. Among these, the Kanto region has held a sizeable market share owing to the presence of large cities such as Tokyo, as well as the emerging trend of crafted beers.

Some major players running in the market include Heineken Japan KK, Sapporo Breweries Limited, Asahi Group Japan, Ltd., Suntory Holdings Limited, AB InBev Japan LLC, Kirin Holdings Company, Limited, Baird Brewing Company, Echigo Beer Co., Ltd, Diageo Japan K.K., and Orion Breweries, Ltd.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTION

- 2.1. Research Process of the Japan Beer Market
- 2.2. Research Methodology of the Japan Beer Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Merger & Acquisition
 - 4.7.2. Collaboration & Investment Scenario
 - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

6 JAPAN BEER MARKET REVENUE (USD MN), 2023-2033F

7 MARKET INSIGHTS BY CONCENTRATION

- 7.1. Up to 5%
- 7.2. 5%-10%
- 7.3. More than 10%

8 MARKET INSIGHTS BY QUALITY

- 8.1. Standard
- 8.2. Premium

9 MARKET INSIGHTS BY PACKAGING

- 9.1. Bottles
- 9.2. Cans
- 9.3. Others

10 MARKET INSIGHTS BY DISTRIBUTION CHANNEL

- 10.1. Liquor Stores
- 10.2. Bars
- 10.3. Brewery
- 10.4. Hotels & Restaurants
- 10.5. Others

11 MARKET INSIGHTS BY REGION

- 11.1. Kanto
- 11.2. Chubu
- 11.3. Kansai
- 11.4. Others

12 VALUE CHAIN ANALYSIS

- 12.1. Marginal Analysis
- 12.2. List of Market Participants

13 COMPETITIVE LANDSCAPE

- 13.1. Competition Dashboard
- 13.2. Competitor Market Positioning Analysis
- 13.3. Porter Five Forces Analysis

14 COMPANY PROFILES

- 14.1. Heineken Japan KK
 - 14.1.1. Company Overview
 - 14.1.2. Key Financials
 - 14.1.3. SWOT Analysis
 - 14.1.4. Product Portfolio
 - 14.1.5. Recent Developments
- 14.2. Sapporo Breweries Limited
- 14.3. Asahi Group Japan, Ltd.
- 14.4. Suntory Holdings Limited
- 14.5. AB InBev Japan LLC
- 14.6. Kirin Holdings Company, Limited
- 14.7. Baird Brewing Company
- 14.8. Echigo Beer Co., Ltd
- 14.9. Diageo Japan K.K.
- 14.10. Orion Breweries, Ltd

15 ACRONYMS & ASSUMPTION

16 ANNEXURE

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