

# Spirits in Japan

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Despite on-trade rebound, home drinking is entrenched  
Increased touchpoints expand the consumer base for whiskies  
Suntory expands the consumer base for gin by diversifying its brand portfolio

#### PROSPECTS AND OPPORTUNITIES

New standards for Japanese whisky are expected to enhance its value  
Shortage of Japanese whisky will continue  
Shochu will struggle from the shorter amount of time spent in foodservice outlets

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