

Wine in Japan

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Post-pandemic behavioural changes create difficulties for wine in the on-trade
Players look for alternatives to Beaujolais Nouveau due to soaring prices
Diversified alcohol content from 0% ABV to attract new consumers

PROSPECTS AND OPPORTUNITIES

The need to expand the consumer base for wine
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Alcoholic Drinks in Japan - Industry Overview

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