



Beer in Japan

June 2024

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Beer in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Total volumes show a slight decline, but performances differ across price platforms due to tax regulation change

Asahi leads, while Suntory gains share with a new product launch

Diversification of beer

PROSPECTS AND OPPORTUNITIES

Major players to focus on "beer"

Players likely to offer experiences

Non alcoholic beer has further potential as it matches the health trend

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