



Spirits in Japan

June 2023

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Spirits in Japan - Category analysis

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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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Alcoholic Drinks in Japan - Industry Overview

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