



# Japan market trend, the characteristics of the successful brands, tip for success to identify the importer 2021.9.15

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# Price range and the Ratio



On 2018, 34% of wine were sold at On-Premise market and on 2020 down to 24% because of COVID-19. And the home consumption is growing in Japan for next couple years.

## 2020

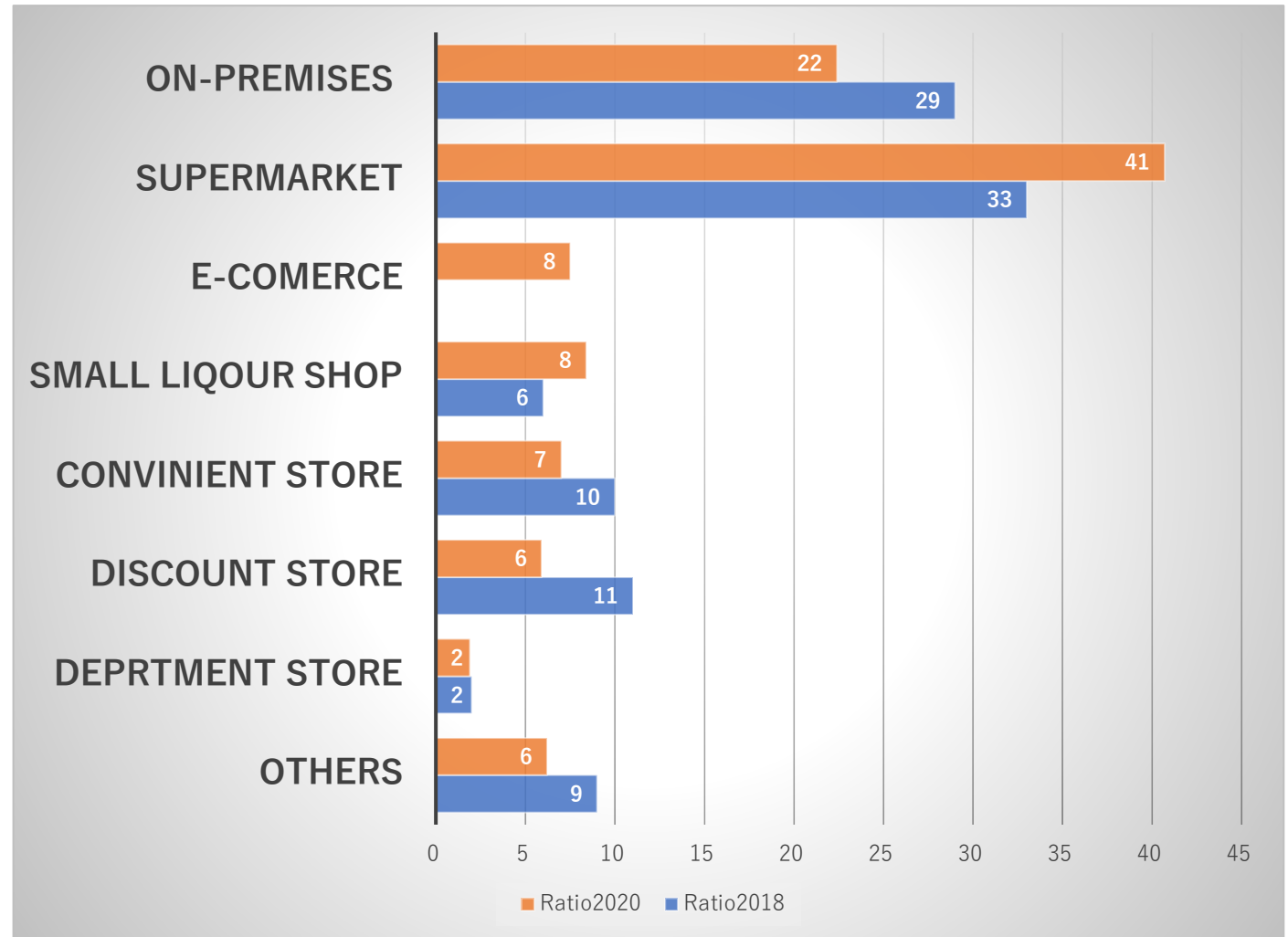
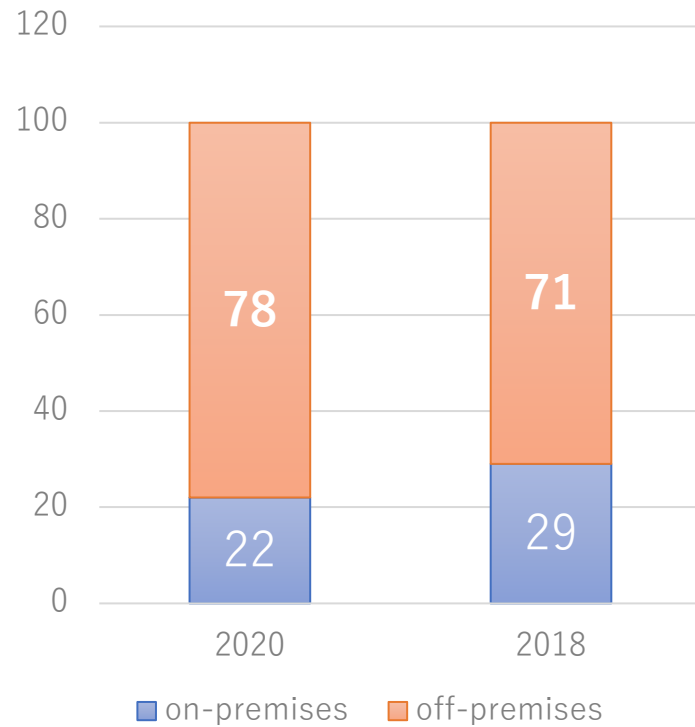
	total sales	On-premise	Off-premise
AUD \$	Ratio%	Ratio%	Ratio%
over 120	0	0	0
60~120	1	1	1
36~60	3	1	2
24~36	7	3	4
18~24	10	3	7
12~18	21	5	16
6~12	46	9	38
less than 6	10	1	9

## 2018

	total sales	On-premise	Off-premise
AUD \$	Ratio%	Ratio%	Ratio%
over 120	0	0	0
60~120	1	1	0
36~60	3	1	1
24~36	7	3	3
18~24	11	5	6
12~18	23	9	14
6~12	49	14	35
less than 6	6	1	5

# Channel

How change the ratio of wine market.



Source: WANDS magazine

## Q. what kind of wine would you like to drink at home ? “With Corona”(Multiple choices)

28% of respondents selected "Products with reasonable prices", followed by "Products with good taste"

- 23% of respondents chose "Sparkling wine".

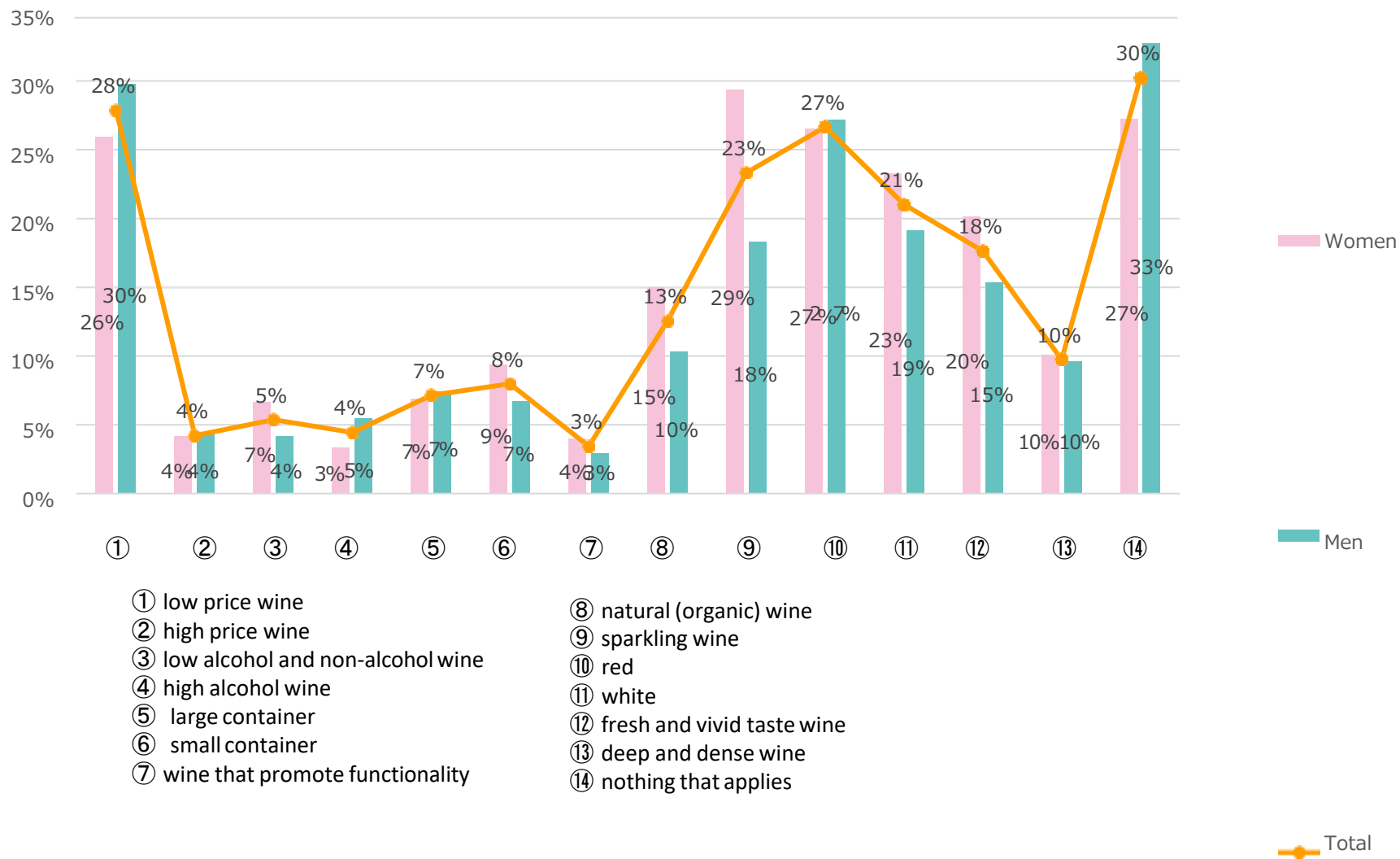
Many respondents chose "To be enjoyed with meals at home" as the reason.

- There are many reasons for drinking wine. There are many reasons for drinking to satisfy the feeling of exhilaration, such as "because it's getting hot", "I want a carbonated feeling", and "I feel refreshed".

Natural (organic) wine (15% of women and 10% of men) and sparkling wine (29% of women and 18% of men) were the most common reasons for drinking wine, with a high score of 18%, indicating a trend toward refreshment.

Natural (organic) wine (15% of women and 10% of men) and sparkling wine (29% of women and 18% of men) showed a gap in scores between men and women.

Result of Question and Answer by  
Kirin Holdings Company, Limited Corporate  
Communications Department



# MARKET TREND with Coronavirus



## Awarded Wine

- It is very important key to select wine without knowledge.
- We buy more wine at supermarket than before.



## BIO WINE

- Japanese are very health conscious!
- 20% of SAKURA Awarded wine are BIO





# Market trends with and after Covid-19

*General consumer drink and enjoy wine at home more than before.*

- Sparkling wine  $\Rightarrow$  Because the taste is easy to understand
- Type of taste  $\Rightarrow$  Dry Sparkling wine, Fresh and aromatic white and soft and fruity red wine.
- Young generation enjoy more wine, because the change of food culture in Japan.
- Key for successful  $\Rightarrow$  Pairing with food
- Successful brands  $\Rightarrow$  Easy to understand and remember labels design, consistent and elegant taste wine.
- The reason to drink more red wine than white, because we enjoy beer or Japanese sake with fish, then drink wine with meat dishes. And now we are enjoying white wine at home the before with Japanese style meal.
- We drink less Japanese sake than before, because change of food culture.

# Development the Brand image in Japanese market **With SAKURA AWARDS**



Number of entry

year	Australia	total
2021	147	4,562
2020	176	4,333
2019	179	4,326
2018	222	4,342
2017	177	4,212
2016	168	3,543
2015	184	2,904
2014	116	1,922

	2021
Country	Entry
Total	4,562
FRANCE	1,180
ITALY	773
SPAIN	624
CHILE	435
JAPAN	360
U.S.A.	229
ARGENTINA	188
PORTUGAL	179
<b>AUSTRALIA</b>	<b>147</b>
SOUTH AFRICA	102
GERMANY	68
NEW ZEALAND	50
others	227

Volume of  
imported wine  
in Japan

	1,000 c/s					
Coutry	2011	2015	2016	2019	2020	20/19
Chile	2,828	6,123	6,001	5,589	5,804	104%
France	5,704	6,056	5,372	5,476	5,135	94%
Italy	3,248	4,060	3,499	4,109	3,273	80%
Spain	1,996	2,686	2,283	2,840	2,656	94%
Australia	799	899	896	865	830	96%
USA	1,715	1,694	1,198	881	717	81%
Germany	391	317	290	414	351	85%
South Africa	213	301	251	260	222	85%
Argentin	284	278	297	230	186	81%
Portugal	80	101	144	157	152	97%
NZ	87	138	135	141	135	96%
others	82	204	869	229	188	82%
total	17,454	22,858	21,235	21,064	19,649	93%





Thank you very much for your attention!

