Consumer Countries/Markets

- Wine Intelligence Reports Shop - Japan Landscapes 2018

The latest Wine Intelligence report on the Japanese wine market – Japan Landscapes 2018 – provides an overview of the consumption behaviour and attitude towards wine among Japanese wine drinkers, as well as the latest trends observed by the trade.

Key Findings:

1. CONTINUED DECLINE IN WINE MARKET VOLUME, FACING STRONG COMPETITION FROM OTHER BEVERAGES
   The Japanese still wine market is declining in terms of the total volume of wine sold in the market, following years of growth and per capita consumption of wine in Japan remains relatively small at 3L per capita per year, with the per capita consumption of wine experiencing approximately a 2% decrease from 2016 to 2017.

2. OLDER CONSUMERS CONTINUE TO DRIVE THE JAPANESE WINE MARKET
   In alignment with Japan's ageing population, nearly half of all Japanese regular wine drinkers are aged 55 and over.

3. WINE CONSUMPTION BEHAVIOUR INDICATES MOVEMENT TOWARDS MORE MODERATE DRINKING
   The proportion of regular wine drinkers who claim to not drink wine for off-and on-trade occasions has generally increased over the past year.

4. CHILEAN WINE CONTINUES TO DOMINATE THE JAPANESE WINE MARKET
   Chilean wine surpassed French wine in 2015 as the largest source of imported wine in Japan by volume, and has grown continuously in the past few years. According to the Wine Intelligence Global Wine Brand Power Index 2018, Chilean brands perform strongly in Japan, with six of the top 10 most powerful wine brands in Japan coming from Chile.

5. PROMINENT INTEREST, YET SOME CONFUSION, AROUND ALTERNATIVE WINE TYPES
   With an overall preference for more natural food and drink products amongst Japanese consumers, preservative-free wine achieves the highest opportunity index among alternative wine types in Japan, followed by organic wine.

Drawing on data collected from our March 2018 wave of Vinitrac® (the world’s largest ongoing
omnibus survey on wine consumer attitudes and behaviours), trade interviews, secondary sources and market experience, this 83-page report offers a detailed analysis of how the market is performing and includes:

- Wine buying behaviour, including channel and store usage as well as choice cues
- Wine-producing country and region awareness and varietal consumption
- Wine brand health analysis, insight and measures such as brand awareness, conversion to purchase, consideration, affinity and recommendation with tracking
- A full user-friendly data table with data from the questions asked of consumers, cross-tabbed by gender, age group, regions, income and involvement

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Major Wine Producing Countries

- **France toasts 25% wine production jump**

Agreste, the French agriculture ministry's statistics service, forecast that total production for the year would reach 46.1 million hectolitres, with harvests expected to be strong in the Champagne and Bourgogne areas.

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Comment: No reliable figures currently available for Italy, Spain or Germany, although increases are predicted.