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Consumer Countries/Markets

Inside wine retailing in Japan

The retail scene in Japan has changed dramatically in the past 20 years. As licensing laws have relaxed, there are now more routes to market than ever. Approximately two-thirds of wine purchased in Japan is sold in the off-trade; the majority through bricks and mortar retailers. Popular channels include department stores, convenience stores, specialist wine shops, discount stores and supermarkets.

Almost every retailer faces the challenge of attracting new clients, exacerbated by a shrinking population in a country where most consumers are 40 to 60 years old. Winemaker dinners remain popular; however there is growing demand for more casual events which involve tastings with local dishes.

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Global and SA Trends

Wine Intelligence - 5 predictions for 2019

Welcome to our annual end-of-year venture into the world of “foresight”.

1. Alcohol intake will continue to fall in developed world markets
2. Overall knowledge levels about the details of wine and where it comes from will decline
3. Vegan wine will become a thing
4. Wine brands with sustained investment strategies will prosper at the expense of second-tier competitors
5. A mainstream producer will introduce cannabis-infused wine

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