



# Alcoholic Beverages in Japan

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**Introduction** This report forms a part of the Datamonitor's newly introduced product series titled "Market Insights". It aims to provide both quantitative and qualitative analysis to clients on the market data and trends across various industry sectors. **Scope of this research** Examines developments in the Japanese alcoholic beverages sector Provides latest retail data at a sector level further segmented by markets along with 5 year forecasts, highlighting specific growth areas Identifies the leading players in the market, providing details on brand portfolio and new product launches Tracks the latest M&A deals that have taken place in the alcoholic beverages sector in Japan **Research and analysis highlights** The alcoholic beverages sector in Japan was estimated to be worth \$48.75 bn in 2009, with a negative compound annual growth rate (CAGR) of 1.8% during 2004-09. Beer, cider & FABs (Flavored alcoholic beverages) was the key market in terms of sector volume sales but was also the fastest declining market in terms of volume sales during 2008-09. The spirits market was the only growing market during the period. The declining sectoral value and volume sales are driven by a decreasing and aging population base, the economic slowdown and depressed consumer sentiments. **Key reasons to purchase this research** Sector understanding: develop a detailed understanding of the alcoholic beverages sector and identify the key growth markets within it Competitive landscape: obtain information on the key players operating in the sector and understand their key strengths in various markets Product understanding: gain insight into the new product launch trends in the sector

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