Euromonitor International

Beer in Japan

June 2025

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2024 DEVELOPMENTS

Continued decline due to the poor performance of economy lager

Asahi leads beer, while Sapporo gains share

Supermarkets remains the leading distribution channel in 2024

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Total volume sales of beer expected to decline, although non-alcoholic beer will perform well

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Legal purchasing age and legal drinking age

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Smoking ban

Opening hours

On-trade establishments

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