



Euromonitor
International

Cider/Perry in Japan

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Cider/Perry in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline continues for cider, but the consumer base has expanded

Nikka Whisky Distilling Co Ltd remains the leading player in cider/perry

Cider is less widely distributed than other alcoholic drinks; food/drink/tobacco specialists dominates

PROSPECTS AND OPPORTUNITIES

Low consumer awareness of cider will be an issue to be addressed

Cider should be a good match with the low alcohol trend

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On-trade vs off-trade split

What next for alcoholic drinks?

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Legal purchasing age and legal drinking age

Drink-driving

Advertising

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Opening hours

On-trade establishments

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DISCLAIMER

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