



Euromonitor
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Rtds in Japan

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid growth thanks to the health and wellness trend and changing beer taxes
Suntory continues to lead RTDs, but Asahi sees stronger dynamism
Changing consumer habits limit on-trade rebound; off-trade, supermarkets remains dominant

PROSPECTS AND OPPORTUNITIES

RTDs expected to continue its growth trend thanks to wide product variety
Premiumisation will be key for value growth
Increase in sustainable innovations likely

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Alcoholic Drinks in Japan - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink-driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

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DISCLAIMER

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