

I am Yumi Tanabe, I am a wine educator, wine journalist and a marketing consultant. I have conducted a wine school over 20 years. About 30 years ago, most of Japanese had no-experience in drinking wine. There was few liquor shops carried wine and without any knowledge about wine. Those days, wine was a special drink in Japan. Now, gradually wine came to be drunk with the meal at home and restaurant.

Please understand that the situation of wine consumption in Japan is different with mail wine producing countries.

I just give some general information about Japanese wine market.

The share of alcohol beverage in terms of quantity, Beer is predominant and the share is over 70%. The Japanese tradition sake has less than 10%, every year Sake has lost the share. So compare to 10 years ago, production of Sake lost about 40%. The market share of wine is very small but 3%.

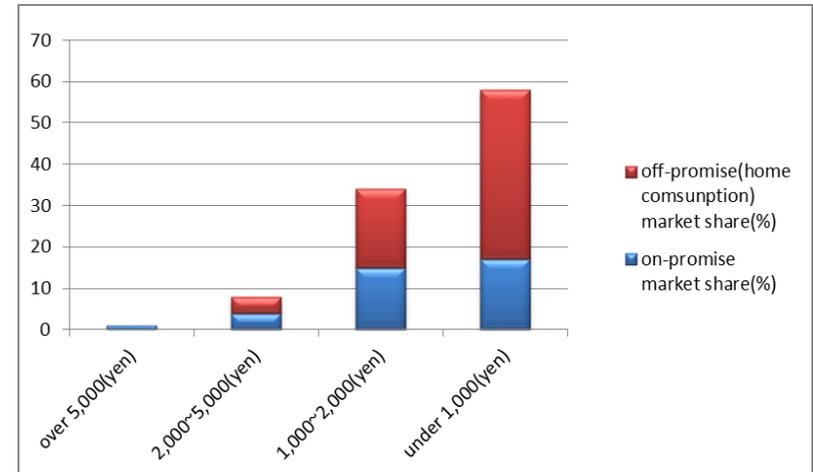
I would like to focus wine consumption in Japan, total wine consumption is 2.7million hl and 2/3 is imported wine and 1/3 is Japanese bottled wine.

So only 2.2L/per-person. Actually, 20 years ago, the consumption is only less than 1L/per-person.

Next, the price level, the best selling price is less than 13USDollar (1000yen) and the share is more than 50%. 80% of total wine sales are less than 20USDollar(1500yen) .(still wine and sparkling wine)

I hope you understand the wine market in Japan roughly.

About 10 years ago on-premise market is outnumbered by 7 to 3 to home consumption, but it is reversed now.

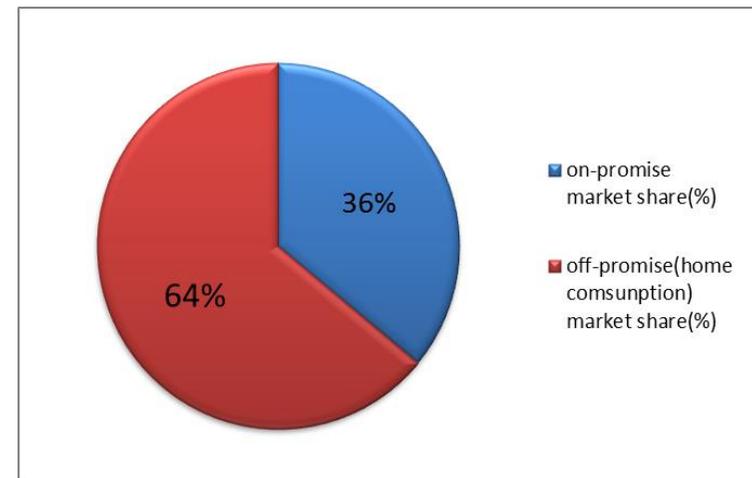


**2012 Japanese imported still wine Market**

the retail price and market share of wine consumption by volume

100yen ≙ US\$ 1 (by WANDS Magagne)

att.the statistics figure was based on top 11 counries by volume, France, Italy, USA, Chile, Spain, Australia, Germany, Argentina, South Africa, New Zealand and Portgal.



I want to explain the reason of the growth of the wine consumption after the second half of 1980. There are some reasons. Women have started to get a job. Then women have their own money and came to use money to travel and fashion, dining out. The business women chose the French and Italian restaurant because fashionable. Moreover, traveling abroad became popular and Japanese had good experience to enjoy a meal with wine in France or Italy.

The next reason is diversification of eating habits. Young generation eat less fish and more meat. It has been risen the consumption of wine.

Now I would like to talk about trend of wine sales in Japan.

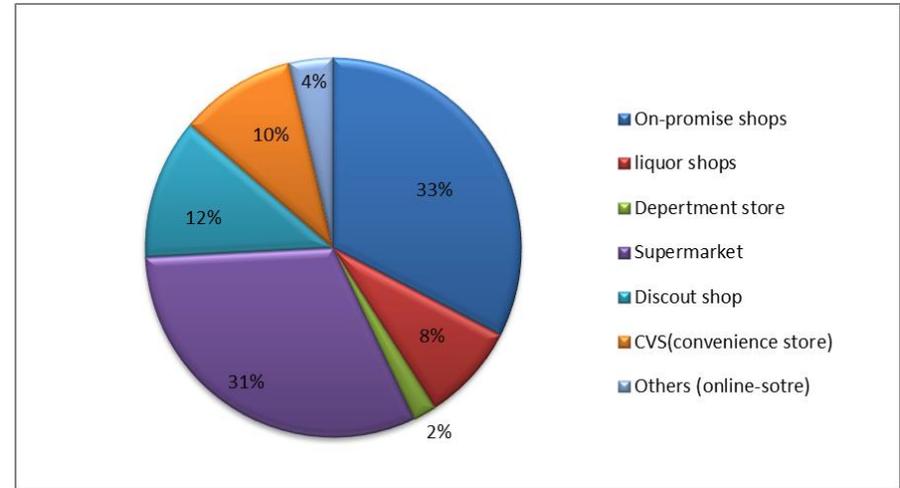
Firstly, good price imported wine priced less than 13 US dollar. They are good price to buy for home consumption.

In case of home consumption, we prefer the taste that white is slightly sweet and fresh and red is light and fruity. Rose is becoming acceptable.

Secondly, concerning healthful wine. Japanese are keen for health and we think that wine is healthy than other alcohol drinks. In last autumn, one of TV-show introduced that red wine was so good for some diseases like heart-attack, cancer and prevent to Alzheimer. Especially Resveratrol, a kind of polyphenol. Then it have risen of red wine sales. It was just like 13 years ago, 1998. TV introduced French paradox and red wine from Chile has become so popular. Because, some importers introduced the good price red wine from Chile.

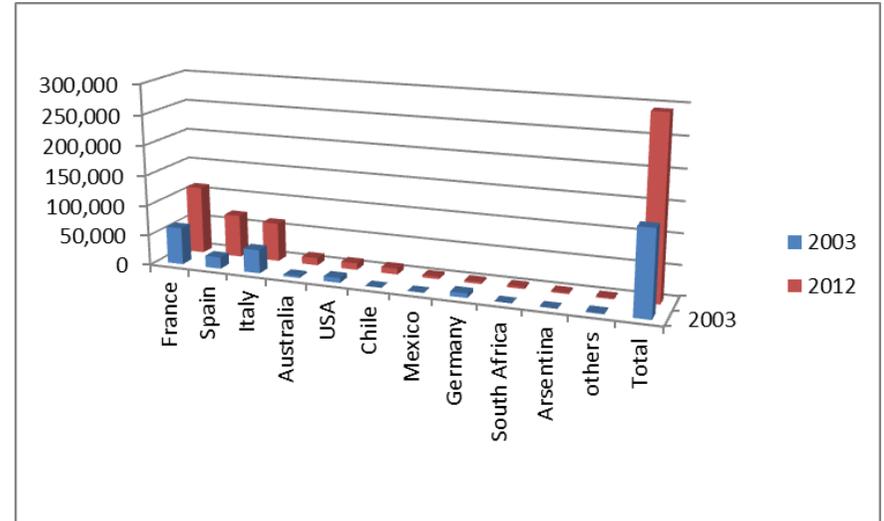
Next one is Sparkling wine. Compare to 10 years ago, we drink sparkling wine Double. (2 times more). Mainly French sparkling, mostly Champagne, secondly Cava from Spain. And gradually Australian and Chile sparkling wine are growing.

Finally, Beaujolais nouveau, 5 to 6 years ago, we imported 0.9million cases of Beaujolais Nouveau and now come down, even so still big volume. Maybe this year it will be more than 500,000cases. In case of Beaujolais nouveau many importer will start PET bottle.



2012 Japanese imported still wine Market by volume

(by WANDS Magazine)



Japanese imported sparkling market by volume with top 10 countries

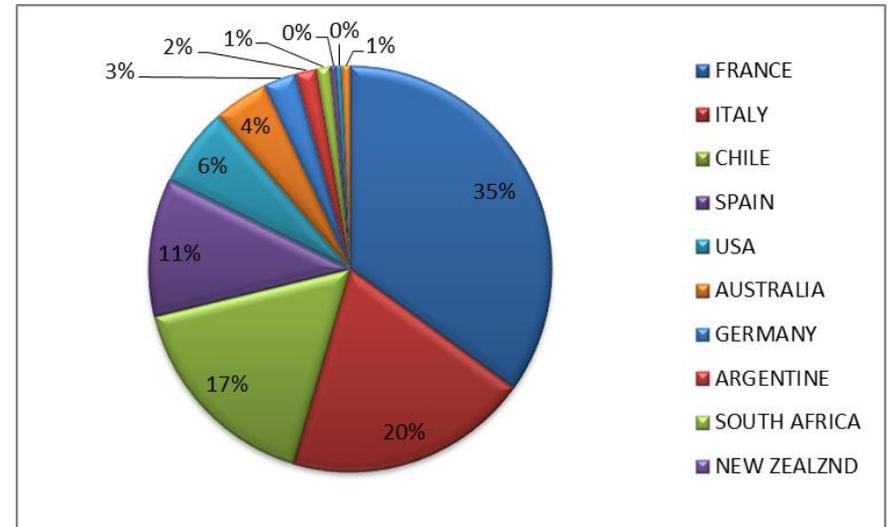
By the way, it is not so easy to introduce new wine in Japanese market. About 50% of imported wines are from France and Italy. Third position is Chile and following to Spain, USA and Australia.

We used to select a wine by name of county or wine region but recently consumers select a wine by grape varieties or type of taste, then more simple label with grape varieties are becoming popular.

Next is the design of label which Japanese likes is a simple and a modern design.

In addition, we are interested in organic wine, because Japanese are very health-conscious.

Thank you for your paying attention.



Top 11 imported wine country and share by volume