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 (All Vinitrac® questions with cross-tabulations by gender, age, region and varietal)

90 page PowerPoint report



*All prices exclusive of VAT, GST, or relevant local sale taxes at the current rate

Contents



▪ Introduction	p. 4	▪ Wine consumption in the off-trade and in the on-trade	p. 56
▪ Management summary	p. 7	Off-trade consumption frequency by occasion	
▪ Japan in the Wine Intelligence Compass model	p. 17	Off-trade spend by occasion	
Japan wine market attractiveness		On-trade consumption frequency by occasion	
Japan wine market classification		On-trade spend by occasion	
▪ Japan wine market overview	p. 22	▪ Wine involvement and attitude	p. 61
Imported vs. domestic wine market share		Wine attitude	
Per capita consumption of still light wine		Wine involvement	
▪ Japanese wine consumers	p. 27	Attitudes towards closures	
Overview of the US wine market		▪ Brand health	p. 65
Demographics of US regular wine drinkers		Brand power	
Wine consumption frequency		Brand awareness	
▪ Beverage repertoire	p. 31	Brand conversion	
Alcoholic beverage repertoire		Brand purchase	
Red, white and rosé proportion		Brand affinity	
Varietal consumption		Brand recommendation	
Country of origin awareness		▪ Buying wine online	p. 77
Country of origin conversion		Reasons for buying wine online	
Country of origin consumption		Proportion of wine bought online	
Region of origin awareness		▪ Wine drinker profiling by age	p. 80
Region of origin conversion		▪ Methodology	p. 87
Region of origin purchase			
▪ Wine buying behaviour	p. 48		
Channel usage			
Retailer usage			
Retailer usage by state			
Choice cues			

“In the wine world Japan can often seem somewhat overlooked. Eclipsed, some might say, by its colossal neighbour to the southwest, at least in terms of media coverage. Yet to mirror the media, underplaying or even disregarding the importance of Japan to the world of wine, would be a foolhardy neglect indeed. In fact, this market now represents the 16th largest for wine by volume on Earth – not exactly a dismissible feat – and the Japanese per capita wine consumption is 3.0 litres per annum – almost three times that of the equivalent Chinese citizen.¹”

“This embrace of wine as native goes hand in hand with the second, broader trend we see in the Japanese wine market, namely a branching out in terms of repertoire that reflects Japanese consumers’ growing embrace of the wine category more generally. Japanese consumers are expanding their horizons when it comes to wine, and diversifying when it comes to buying it. Prestige and tradition are waning in importance, as testified by the recent decline in consumption of French wines, as well as the decline in awareness of prestigious, Old-World regions such as Bordeaux, Beaujolais and Bourgogne. At the same time, Chilean wines, often regarded as better value-for-money, flourish and are enjoying a significant, long-term rise in purchase.”

“This branching out and diversification naturally has implications for new wines seeking to establish themselves in the Japanese market. Increased interest in wine is in turn bringing about an increased interest in food pairing, meaning that well-balanced, versatile wines are more likely to succeed, as are lighter, cooler-climate whites for their suitability with Japanese cuisine. Also given an edge will be natural and organic wines, currently enjoying success in a climate of heightened health awareness.”

“Ironically, the ultimate product of increasing experimentalism is decreasing experimentalism as consumers settle for what they prefer. Although nigh on impossible to tell what this will be in the case of Japanese consumers, or indeed when this is likely to happen, what is certain is that the market is forecast to continue growing, and that consumer tastes are shifting. Japan may be a somewhat under-reported market, but we have every reason to watch this space.”

- The data for this survey was collected in Japan in March 2014, March 2015 and March 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 1,011 Japanese regular wine drinkers (March 2014)
 - 1,012 Japanese regular wine drinkers (March 2015)
 - 1,148 Japanese regular wine drinkers (March 2016)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Japanese regular wine drinkers in terms of age, gender and region

How does Vinitrac® work?

1) Defining the right samples: how many wine drinkers are there in each market?

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market among all adults in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

2) Running the online survey: Targeting the right consumers

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

3) Cleaning the data: Achieving a valid sample

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

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