

---

# JAPAN LANDSCAPES

---

MARCH 2019 Report

A circular logo with a light blue background. The word "wine" is written in a lowercase, sans-serif font with a white dot above the 'i'. Below it, the word "intelligence" is written in a smaller, lowercase, sans-serif font. The entire logo is set against a background of a Japanese landscape with a village on a hillside and mountains in the distance.

wine  
intelligence

## Copyright

© Wine Intelligence 2019

- All rights reserved. No part of this publication may be reproduced in any form (including photocopying or storing it in any medium by electronic means) without the permission of the copyright owners. Application for permission should be addressed to Wine Intelligence.
- The source of all information in this publication is Wine Intelligence unless otherwise stated.
- Wine Intelligence shall not be liable for any damages (including without limitation, damages for loss of business or loss of profits) arising in contract, tort or otherwise from this publication or any information contained in it, or from any action or decision taken as a result of reading this publication.
- Please refer to the Wine Intelligence Terms and Conditions for Syndicated Research Reports for details about the licensing of this report, and the use to which it can be put by licensees.
- Wine Intelligence Ltd: 109 Maltings Place, 169 Tower Bridge Road, London SE1 3LJ Tel: 020 73781277. E-mail: [info@wineintelligence.com](mailto:info@wineintelligence.com). Registered in England as a limited company number: 4375306



### Report price:

GBP 2,500  
USD 3,300  
AUD 4,700  
EUR 2,900

5  
report  
credits

The Japan Landscapes 2019 report includes:

- Report with the latest information regarding the Japanese wine market, supported by:
  - Wine Intelligence Vinitrac® Japan
  - Wine Intelligence market experience
  - Secondary sources
  - Trade interviews
- User-friendly data table with all the measures from Vinitrac® Japan showing significances, cross tabbed with:
  - All Japanese regular wine drinkers in 2019
  - Gender groups
  - Age groups
  - Income and regions
  - Wine involvement
- Tracking data 2014-2017-2018-2019

- The data for this report was collected in April 2014, March 2017, March 2018 and January 2019
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
  - 1,011 Japanese regular wine drinkers in April 2014
  - 1,000 Japanese regular wine drinkers in March 2017
  - 1,000 Japanese regular wine drinkers in March 2018
  - 1,008 Japanese regular wine drinkers in January 2019
- 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 gender and age
- The distribution of the sample is shown in the table

|                    |              | Japan       |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|
|                    |              | Apr-14      | Mar-17      | Mar-18      | Jan-19      |
| <i>sample size</i> |              | 1,011       | 1,000       | 1,000       | 1,008       |
| Gender             | Male         | 50%         | 47%         | 47%         | 47%         |
|                    | Female       | 50%         | 53%         | 53%         | 53%         |
|                    | <b>Total</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> |
| Age                | LDA-24       | 4%          | 8%          | 8%          | 8%          |
|                    | 25-34        | 14%         | 14%         | 14%         | 14%         |
|                    | 35-44        | 15%         | 13%         | 13%         | 13%         |
|                    | 45-54        | 19%         | 16%         | 16%         | 16%         |
|                    | 55 and over  | 48%         | 49%         | 49%         | 49%         |
|                    | <b>Total</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> |

Source: Wine Intelligence, Vinitrac® Japan, Apr’14 (n=1,011), Mar’17 (n=1,000), Mar’18 (n=1,000) and Jan’19 (n=1,008) Japanese regular wine drinkers



### Trade interview methodology

- Five trade interviews were conducted with experienced industry professionals in the Japanese wine trade in March 2019
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The interviewees were members of the wine trade working as:
  - 1x Wine Retail Specialist, Buyer & Educator
  - 2x Wine Importer
  - 1x Sommelier
  - 1x Wine Producer

## How does Vinitrac<sup>®</sup> work?

### 1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market 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:

- 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:

- 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



For more information about Wine Intelligence please contact us:

Wine Intelligence  
109 Maltings Place  
169 Tower Bridge Road  
London  
SE1 3LJ  
UK

Telephone: +44 (0)20 7378 1277

Email: [info@wineintelligence.com](mailto:info@wineintelligence.com)

Web: [www.wineintelligence.com](http://www.wineintelligence.com)

Follow us:   