



A division of the IWSR Group

Japan

Wine Landscapes 2022



PRICING

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Research Methodology

Japan Wine Landscapes

2022

Research methodology

QUANTITATIVE

- The data was collected in Japan in April 2022
- The following waves March 2018, March + July 2021 were tracked against April 2022
- Data was gathered via Wine Intelligence’s Vinitrac® online survey
- Respondents were screened to ensure that they were at least 20 years old; drank red, white or rosé wine at least once a month; and bought 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:

**Please note that additional gender categories were also surveyed. These categories fell naturally in the sample and were not enforced via quotas*

		<i>n=</i>	<i>Mar-18</i>	<i>Mar-20</i>	<i>Mar & Jul-21</i>	<i>Apr-22</i>
		1,000	1,004	2,000	2,049	
Gender	Male		47%	51%	44%	44%
	Female		53%	49%	56%	56%
	Total		100%	100%	100%	100%
Age	20-24		8%	2%	2%	2%
	25-34		14%	15%	8%	7%
	35-44		13%	11%	10%	10%
	45-54		16%	13%	17%	16%
	55 and over		49%	59%	63%	65%
	Total		100%	100%	100%	100%

Source: Wine Intelligence, Vinitrac® Japan, March 2018 - April 2022 (n ≥ 1,000) Japanese regular wine drinkers

Research methodology

QUALITATIVE

Market interviews were conducted with three experienced industry professionals in the Japanese wine trade in 2022.

Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing.

The four interviewees were wine-industry professionals working within the market in the following different roles:

- Wine distributor
- Wine importer
- Wine journalist



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