



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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Competitive landscape

Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

Drink-driving

Advertising

Smoking ban

Opening hours

On-trade establishments

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Contraband/parallel trade

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DISCLAIMER

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