



Wine to Japan.

Trends and opportunities

The market

There are several factors that will boost Australian wine exports over the longer term:

- ⚡ **The main driver will be consumer awareness of Australian wines.** As Australian wines gain a good reputation in other overseas markets such as the UK and USA, Japanese perceptions on Australian wines will change - there is a positive flow-on effect.
- ⚡ As the retail price of imported wines has dropped, **perceptions of wine have changed from solely for special occasions to more daily consumption habits.** This has driven an increasing consumer consciousness of price and quality and overall education about wine. Japanese consumers are increasingly becoming aware of what medals and awards signify in this area.

There are two major segments in the Japanese wine market: 'price fighters' and discount wines. These have a retail price at ¥380-¥880, and are mainly distributed through large-scale retail outlets such as supermarket chains, 'casual' food service outlets and are sold by full container loads. Many buyers seem to feel that once the price hits ¥1000-¥1500, it would become a tough sell.

Premium wines for special occasions, when justified by ratings, awards, and reputation retail at ¥1500-¥3000 and above and are distributed through specialised wine outlets, upper-tier hotels and restaurants.

The average shelf prices are A\$5.50 for locally produced and A\$7-\$14 for imported wine.

Competitive environment

Countries exporting wine to Japan include France, Italy, USA, Spain, Chile, Germany, Argentina and Australia.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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