

Domestic Sake Market

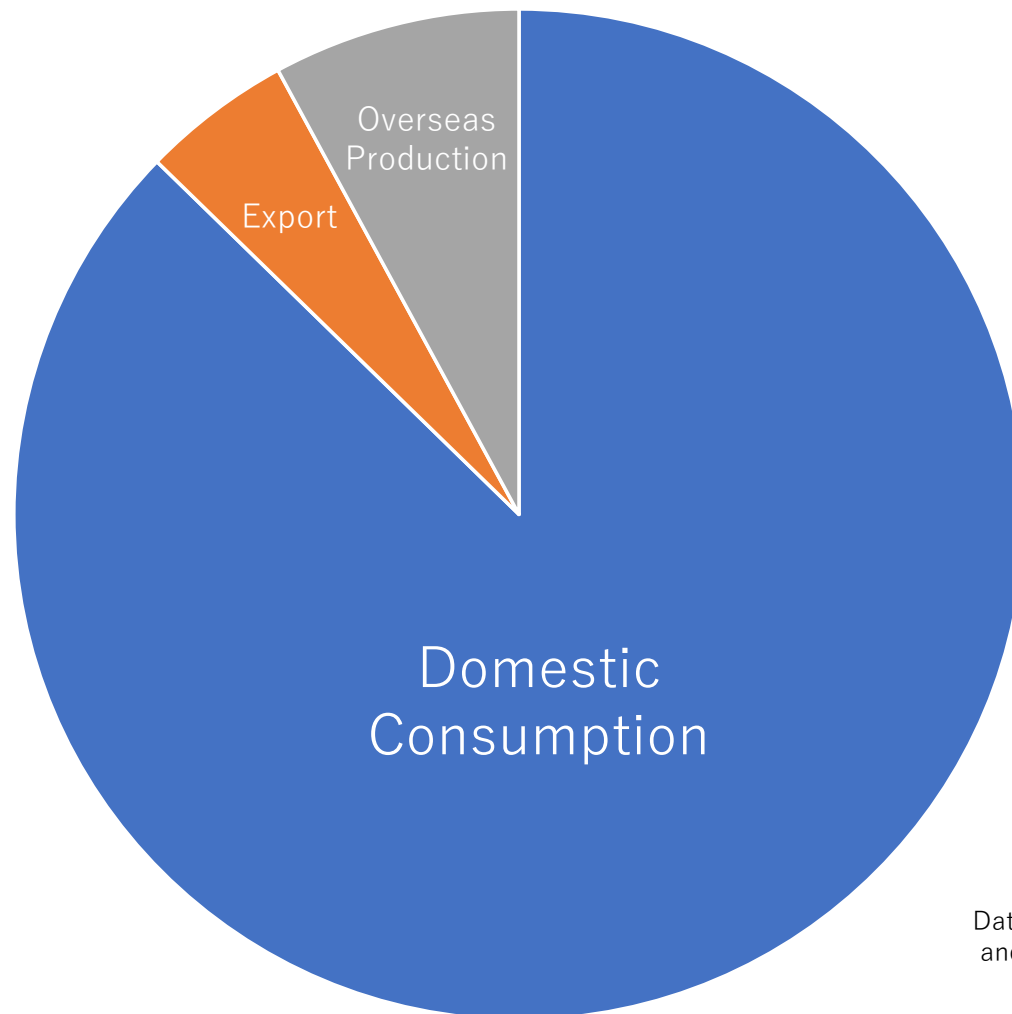
Shuso Imada

General Manager
JSS Information Center



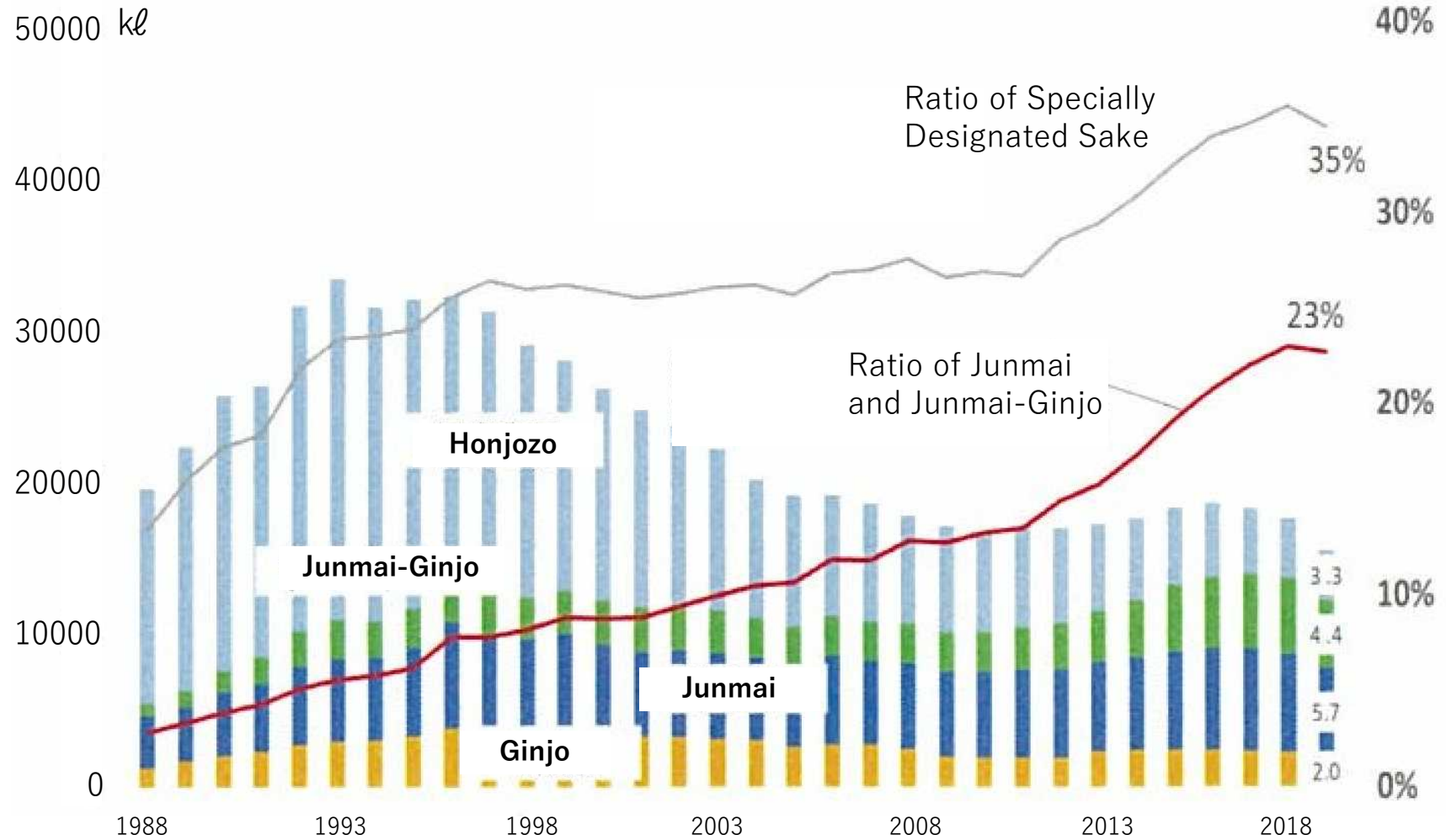
1. Sake Categories in the Market
2. Sales Licenses
3. Market share by types of liquor stores
4. Trends in the Sake Market
5. The Influence of COVID-19 on the Market

Domestic Market and Overseas Market of Sake



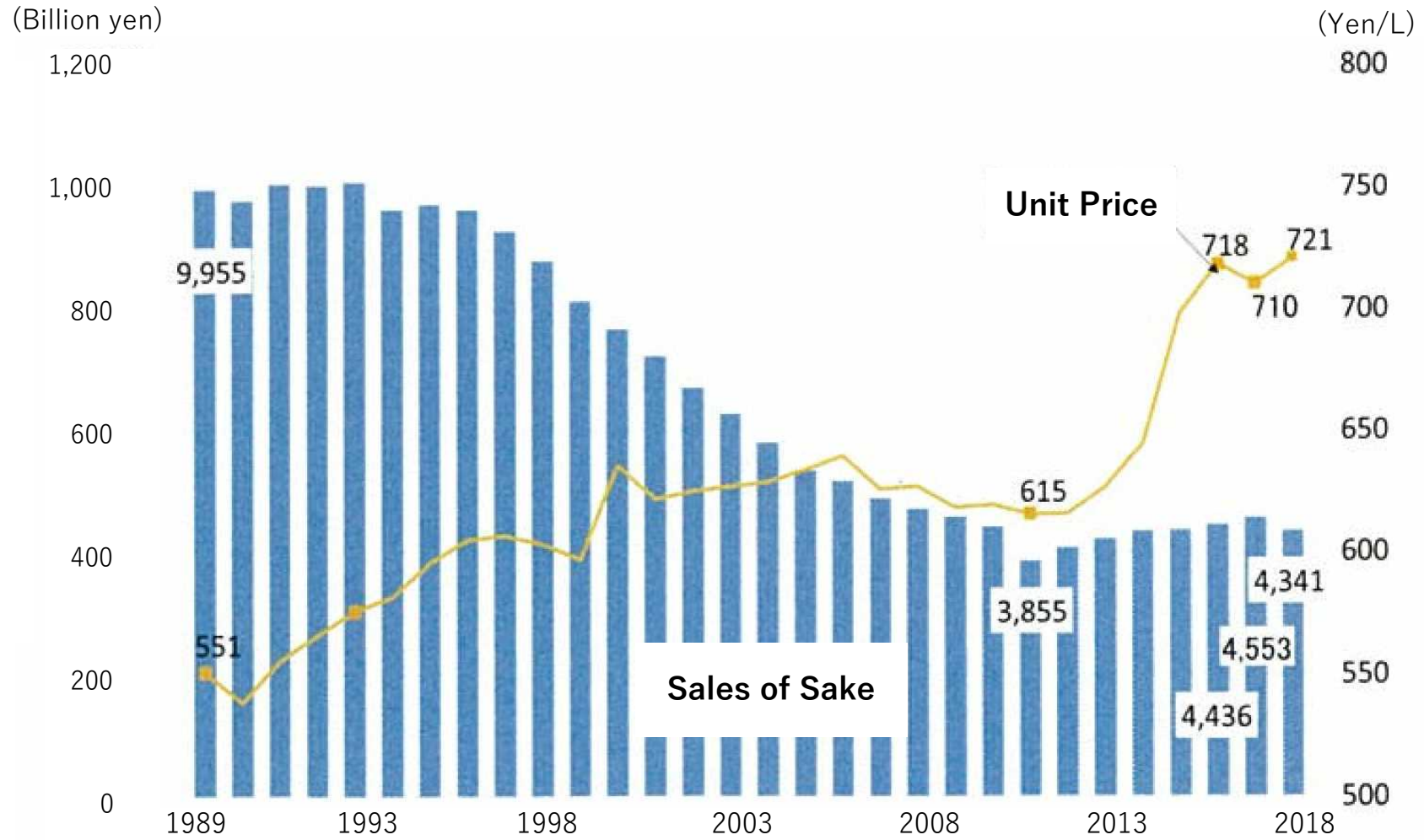
Data by NTA, JSS,
and Kita Sangyo.,Ltd.

Transition of Specially Designated Sake



Data by Annual Report of NTA

Sales of Sake and Unit Price



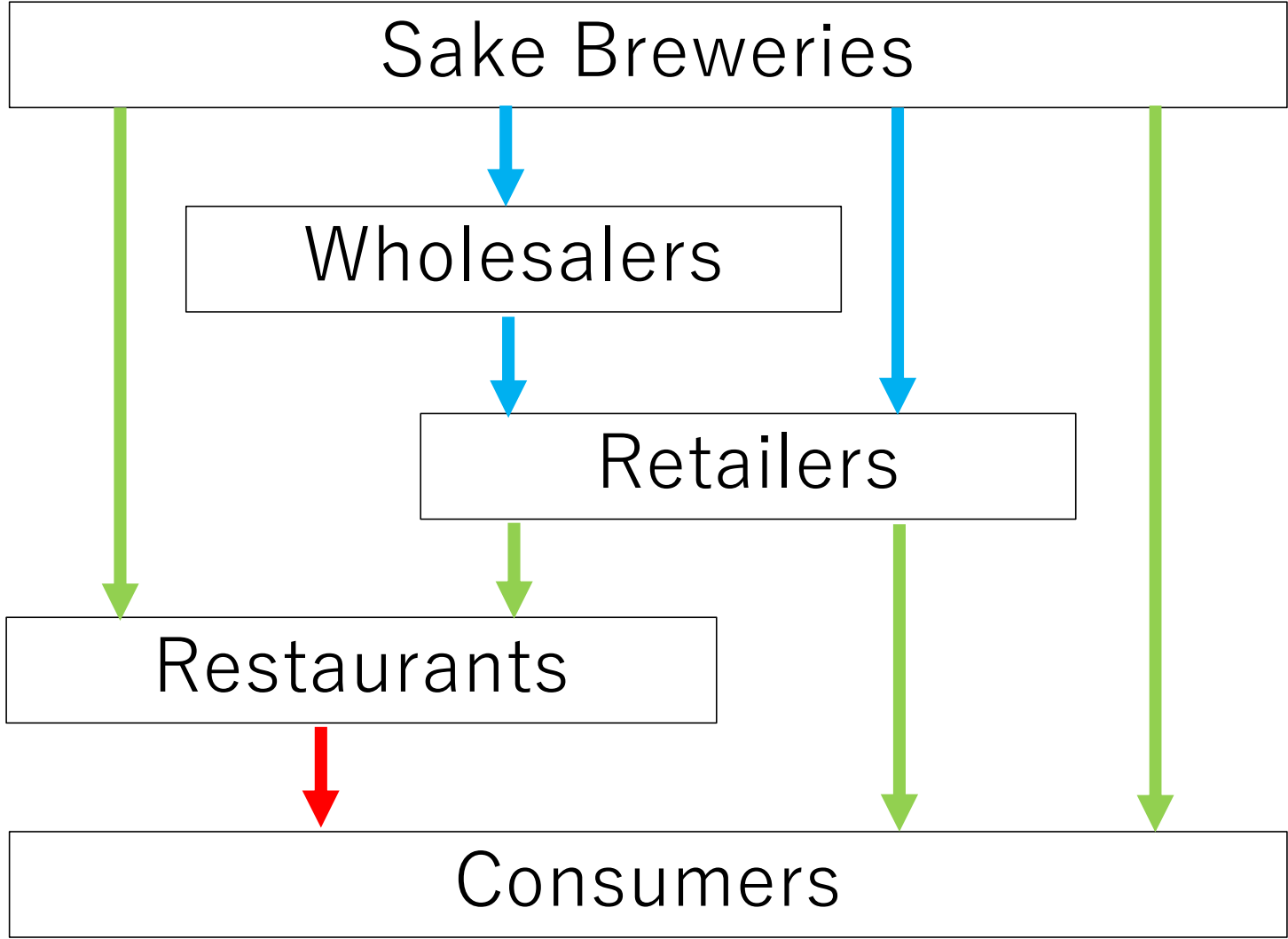
1. We need to expand the category of Specially Designated Sake centered on Junmai and Junmai-Ginjo
2. We need to broaden the base of relatively inexpensive products centered on Futsushu.

Sales Licenses

Retail License

- Consumers
- Restaurants
- Internet Sales, Mail Order

Wholesale License



Wholesale License



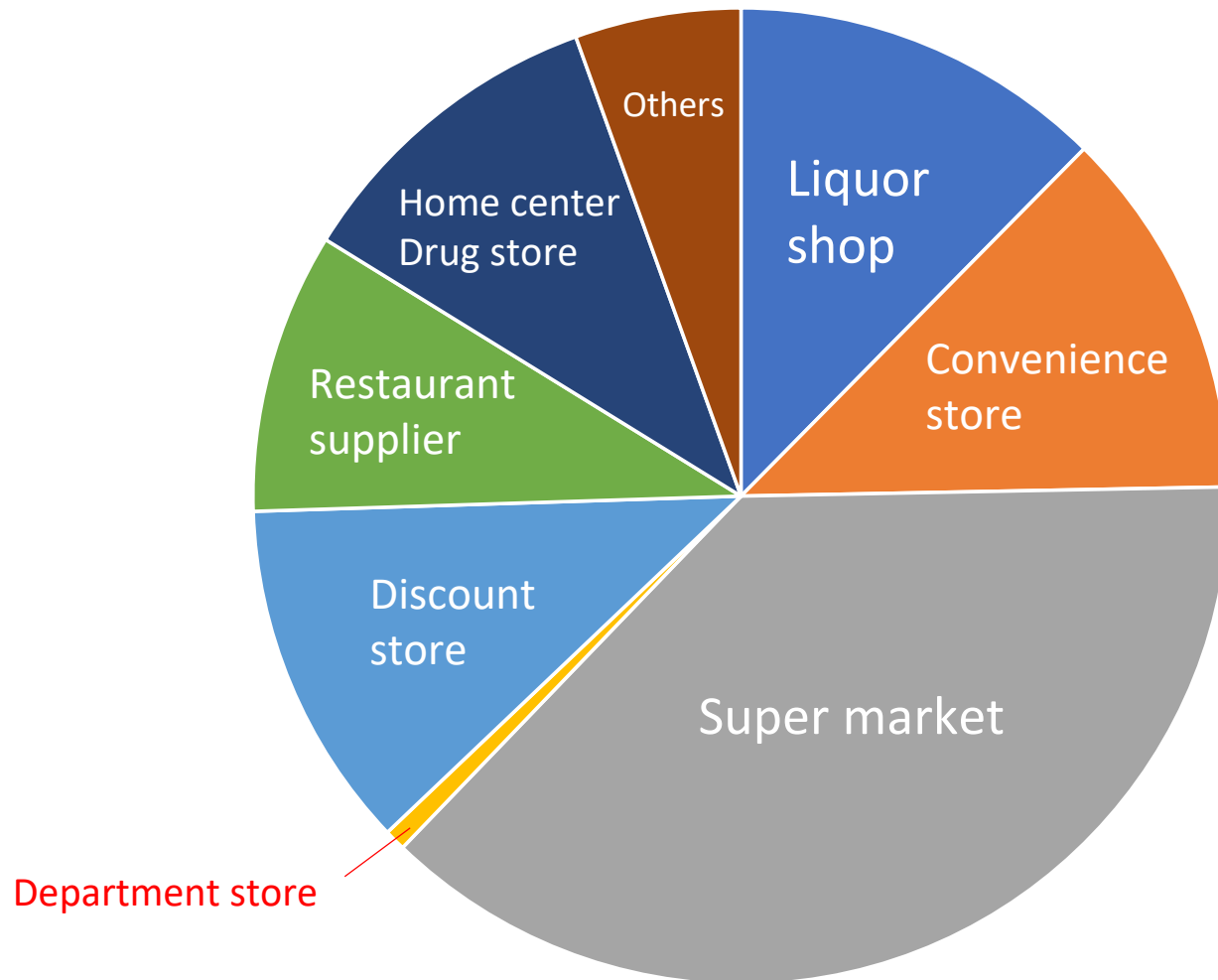
Retail License



No License



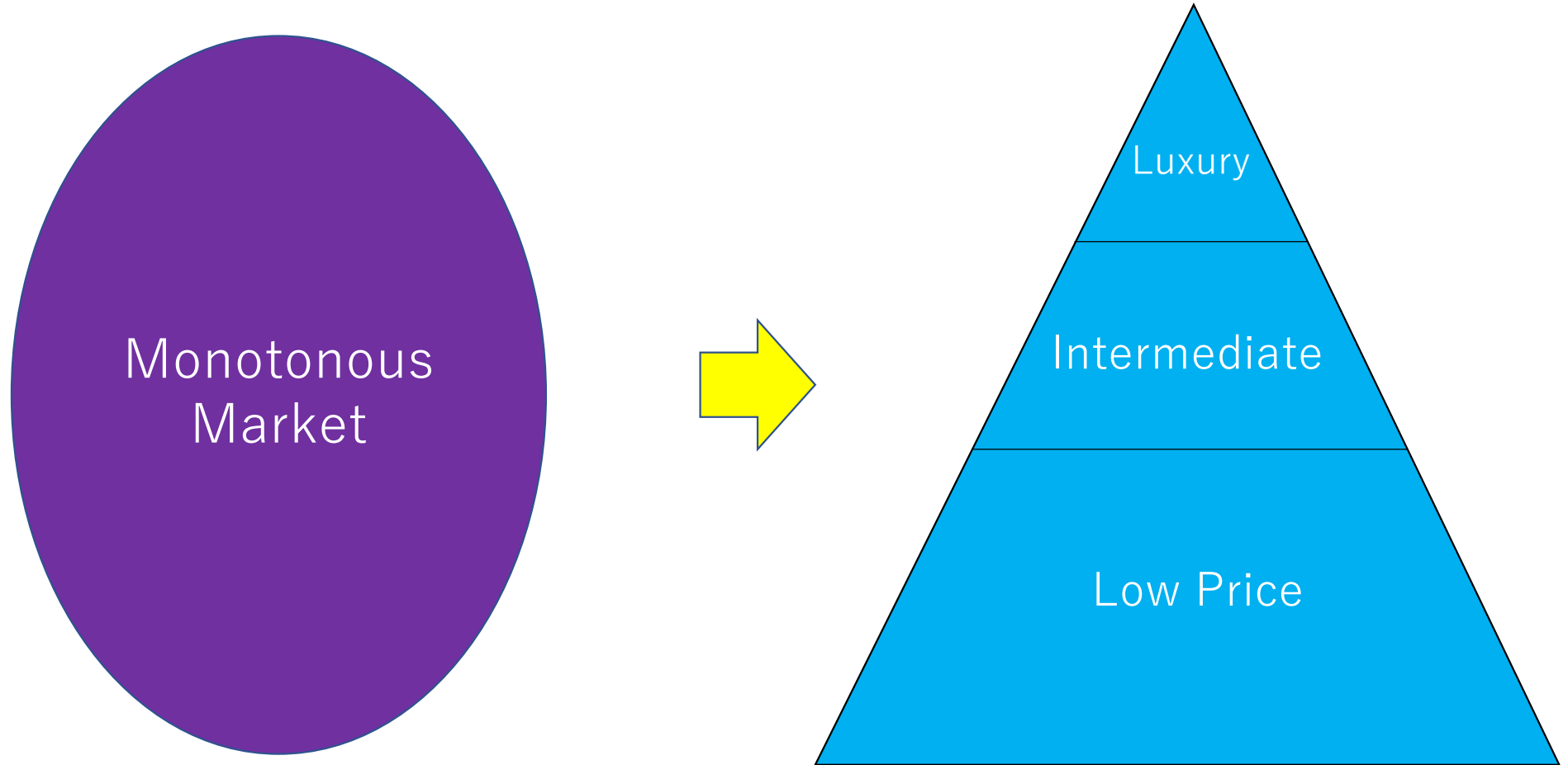
Share of the sales volume by business type



2018FY
Data by NTA Annual Report

Trends in the Sake Market

Market Stratification



From the book by Jun Sato "Regional Economics of National Alcoholic Beverages"

COVID-19

Tsukiji

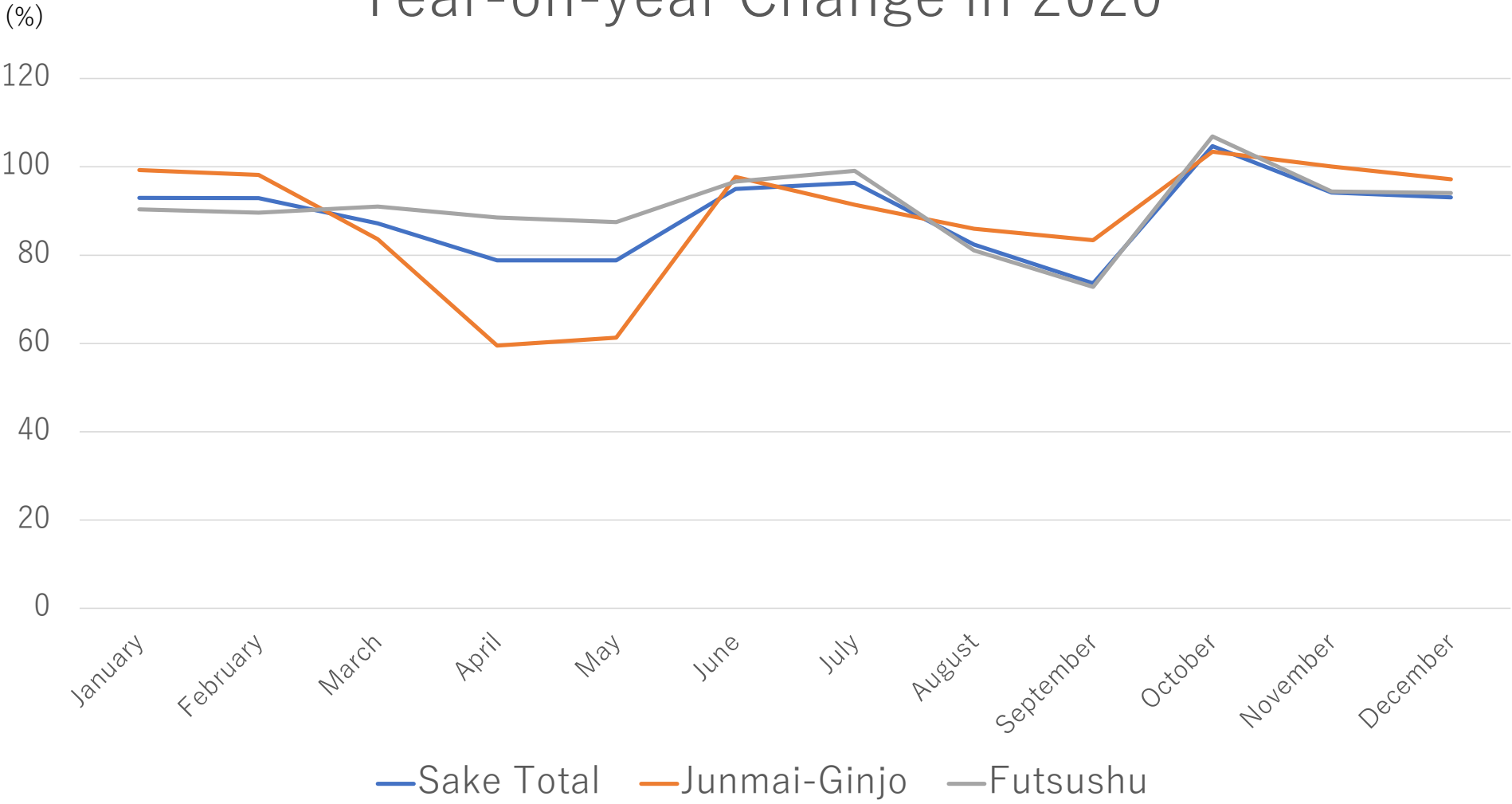


Ginza



Asakusa

Year-on-year Change in 2020







Thank you

