

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Japan

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Wine Update-Japan

Report Categories:

Wine

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Report Highlights:

In 2015, Chile overtook France as the number one exporter of bottled wines to Japan.

General Information:

For many years the number one supplier of wine to Japan has been France, followed by Italy, Spain, Germany and the United States in fifth place. Chilean exports started increasing steadily since 2002, surpassing the United States and Spain in 2006 and Italy in 2012.

In 2015, Japan imported 51,593 thousand liters of wine from Chile and 51,520 thousand from France. The difference is only 72,000 thousand liters, but the shift may indicate consumer awareness that lower priced wine can be appreciated. This is a shift in a market that has traditionally favored old-world wines.

One of the major driving forces behind this surge in Chilean wine is most likely the Japan-Chile Economic Partnership Agreement, which lowered Japanese import taxes on Chilean wine starting in 2007. The average wine unit value per liter of Chilean wine was \$2.97 USD versus \$7.95 USD per liter for French wine. The lower-price wine market (500 yen –1000 yen per 750 ml bottle) has been dominated by Chile.

Trade statistics of the top ten bottled wine suppliers to Japan are provided below.

Japan Import Statistics								
Commodity: 220421020, Other Wine Of Fresh Grapes And Grape Must With Fermentation Prevented Or Arrested By The Addition Of Alcohol, In Containers Holding 2 Liters or Less								
Year To Date: January - December								
Partner Country	Unit	Quantity			% Share			% Change 2015/2014
		2013	2014	2015	2013	2014	2015	
World	L	180,166,276	180,874,110	185,614,790	100.00	100.00	100.00	2.62
Chile	L	36,435,236	43,695,138	51,592,874	20.22	24.16	27.80	18.07
France	L	56,689,251	52,990,704	51,520,644	31.46	29.30	27.76	- 2.77
Italy	L	33,270,867	33,834,536	34,643,250	18.47	18.71	18.66	2.39
Spain	L	23,402,588	21,005,181	20,216,326	12.99	11.61	10.89	- 3.76
United States	L	11,552,093	9,635,034	9,300,327	6.41	5.33	5.01	- 3.47
Australia	L	6,840,278	6,790,063	6,944,613	3.80	3.75	3.74	2.28
Germany	L	3,323,826	2,979,575	2,908,903	1.84	1.65	1.57	- 2.37
Argentina	L	3,089,637	3,615,424	2,607,756	1.71	2.00	1.40	- 27.87
South Africa	L	2,256,077	2,722,574	2,340,042	1.25	1.51	1.26	- 14.05
New Zealand	L	1,117,376	1,149,782	1,212,228	0.62	0.64	0.65	5.43
Portugal	L	780,646	966,085	826,637	0.43	0.53	0.45	- 14.43

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Year To Date: January - December							
Partner Country	United States Dollars			% Share			% Change
	2013	2014	2015	2013	2014	2015	2015/2014
World	1,047,911,966	1,052,187,729	942,915,890	100.00	100.00	100.00	- 10.39
France	501,308,093	479,240,793	409,652,207	47.84	45.55	43.45	- 14.52
Chile	116,112,070	136,645,006	153,173,276	11.08	12.99	16.24	12.10
Italy	171,852,466	176,049,550	149,034,610	16.40	16.73	15.81	- 15.35
United States	90,470,463	92,040,225	90,544,959	8.63	8.75	9.60	- 1.62
Spain	69,148,972	67,579,864	53,341,687	6.60	6.42	5.66	- 21.07
Australia	32,761,991	30,833,196	27,802,309	3.13	2.93	2.95	- 9.83
Germany	19,445,417	17,473,766	14,454,696	1.86	1.66	1.53	- 17.28
Argentina	13,102,009	14,841,245	11,355,804	1.25	1.41	1.20	- 23.48
New Zealand	11,601,240	11,644,872	11,094,194	1.11	1.11	1.18	- 4.73
South Africa	8,961,504	11,491,751	9,584,269	0.86	1.09	1.02	- 16.60
Portugal	2,872,172	3,530,984	2,698,081	0.27	0.34	0.29	- 23.59

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Year To Date: January - December

Partner Country	Unit	Unit Value (United States Dollars)			% Share			% Change
		2013	2014	2015	2013	2014	2015	2015/2014
World	L	5.82	5.82	5.08				- 12.67
France	L	8.84	9.04	7.95				- 12.08
Chile	L	3.19	3.13	2.97				- 5.06
Italy	L	5.17	5.2	4.3				- 17.32
United States	L	7.83	9.55	9.74				1.92
Spain	L	2.95	3.22	2.64				- 17.99
Australia	L	4.79	4.54	4				- 11.84
Germany	L	5.85	5.86	4.97				- 15.27
Argentina	L	4.24	4.1	4.35				6.08
New Zealand	L	10.38	10.13	9.15				- 9.64
South Africa	L	3.97	4.22	4.1				- 2.96
Portugal	L	3.68	3.65	3.26				- 10.70