

2016 Japan Wine Market Survey

The Italian Chamber of Commerce in Japan
(ICCCJ)

January 2016



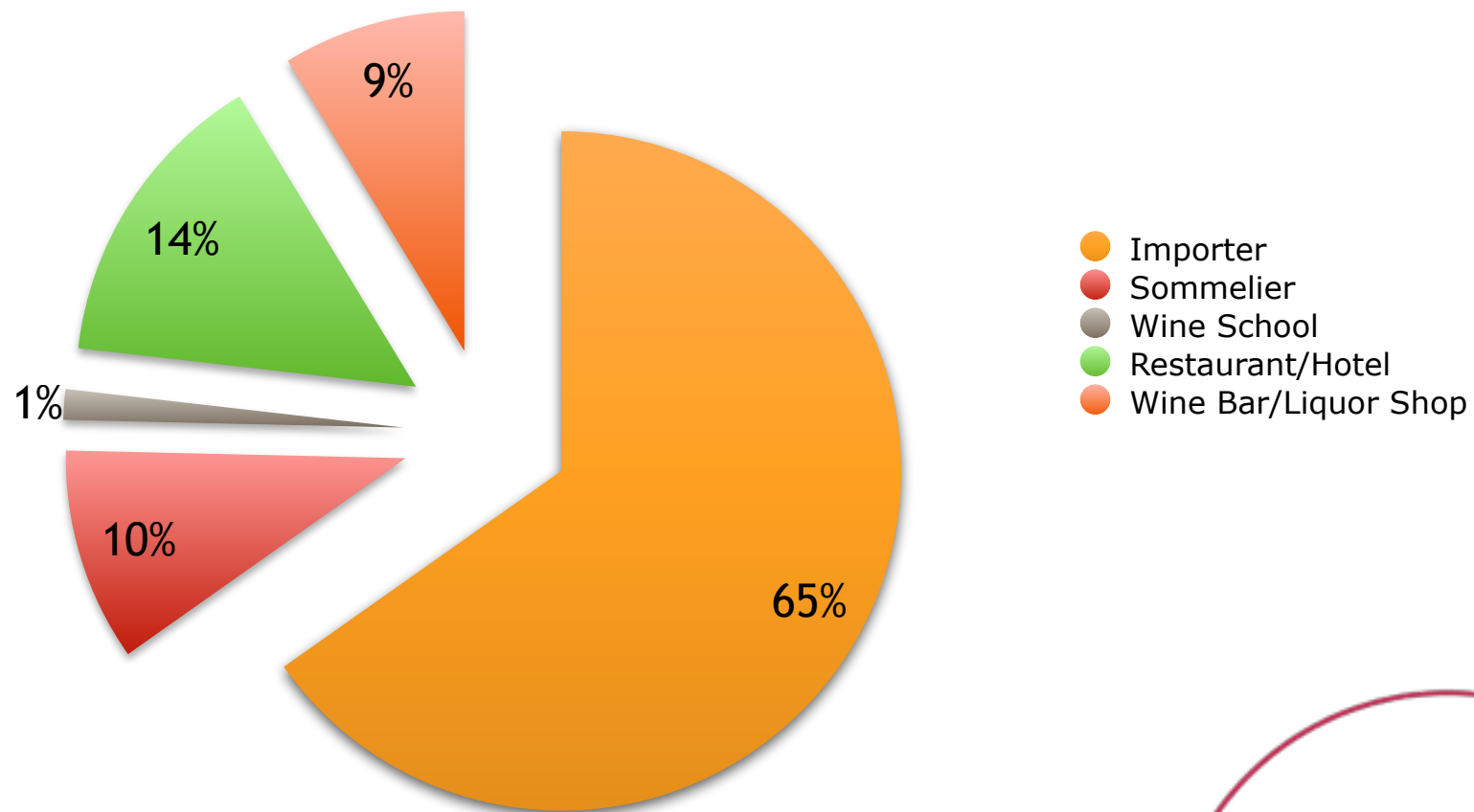
ITALIAN CHAMBER OF
COMMERCE IN JAPAN
在日イタリア商工会議所

Create.
Connect.
Promote.

Aims of the Survey

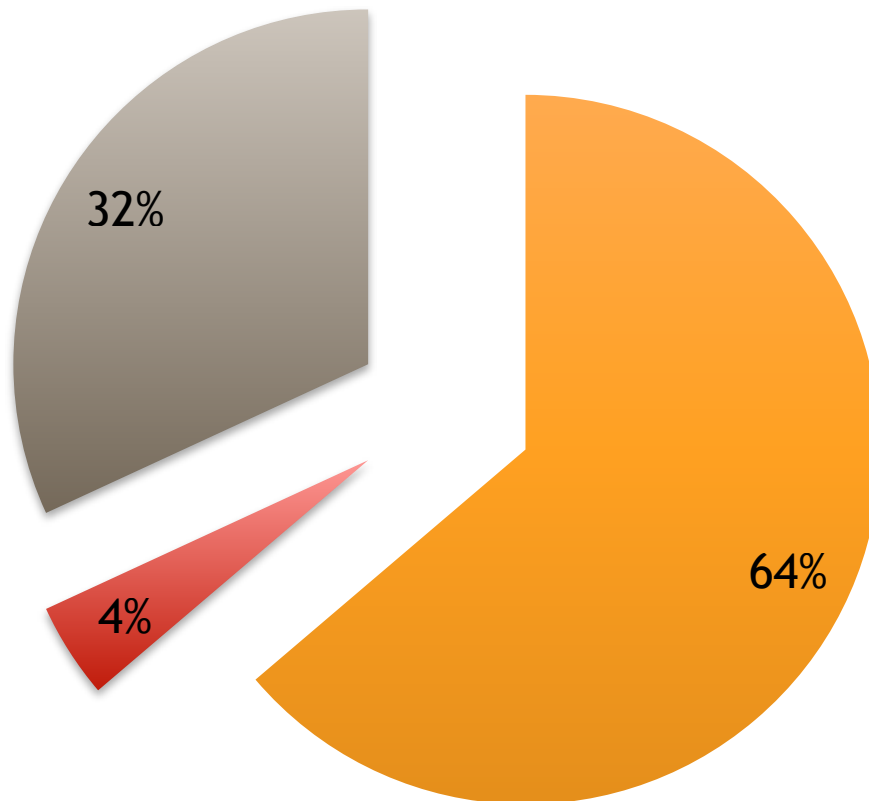
- To better understand what types of wines that importers, distributors, and other major players, are interested in
- To gather insight on what Japanese importers believe the future holds for the Italian wine market in Japan
- To evaluate the effectiveness of ICCJ wine events, trade missions and B2B matching services

Survey Respondents



Optimism prevails in Japan for 2016

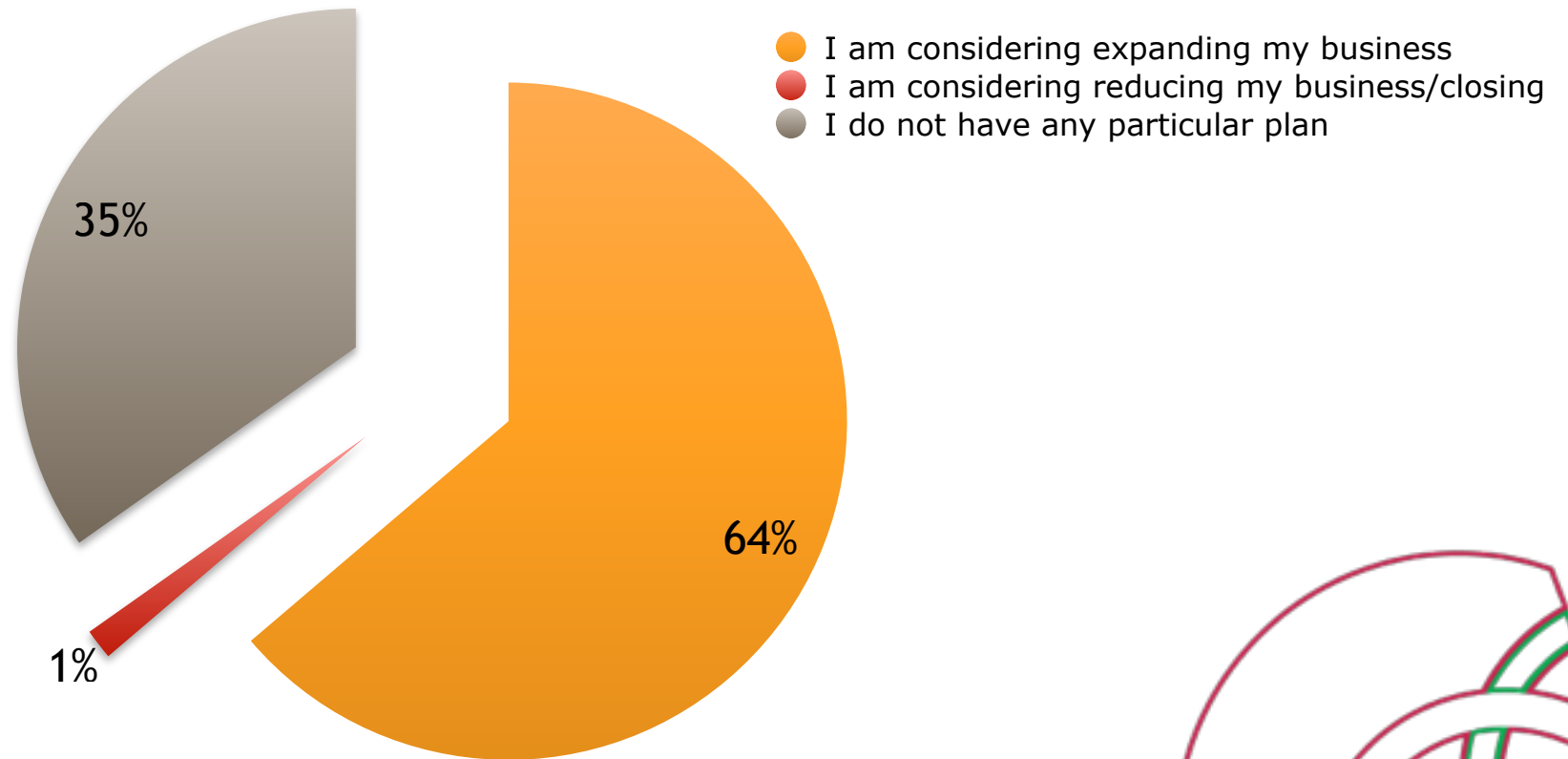
What are your expectations of the import wine market in Japan for 2016?



- It will increase
- It will decrease
- It will stay about the same

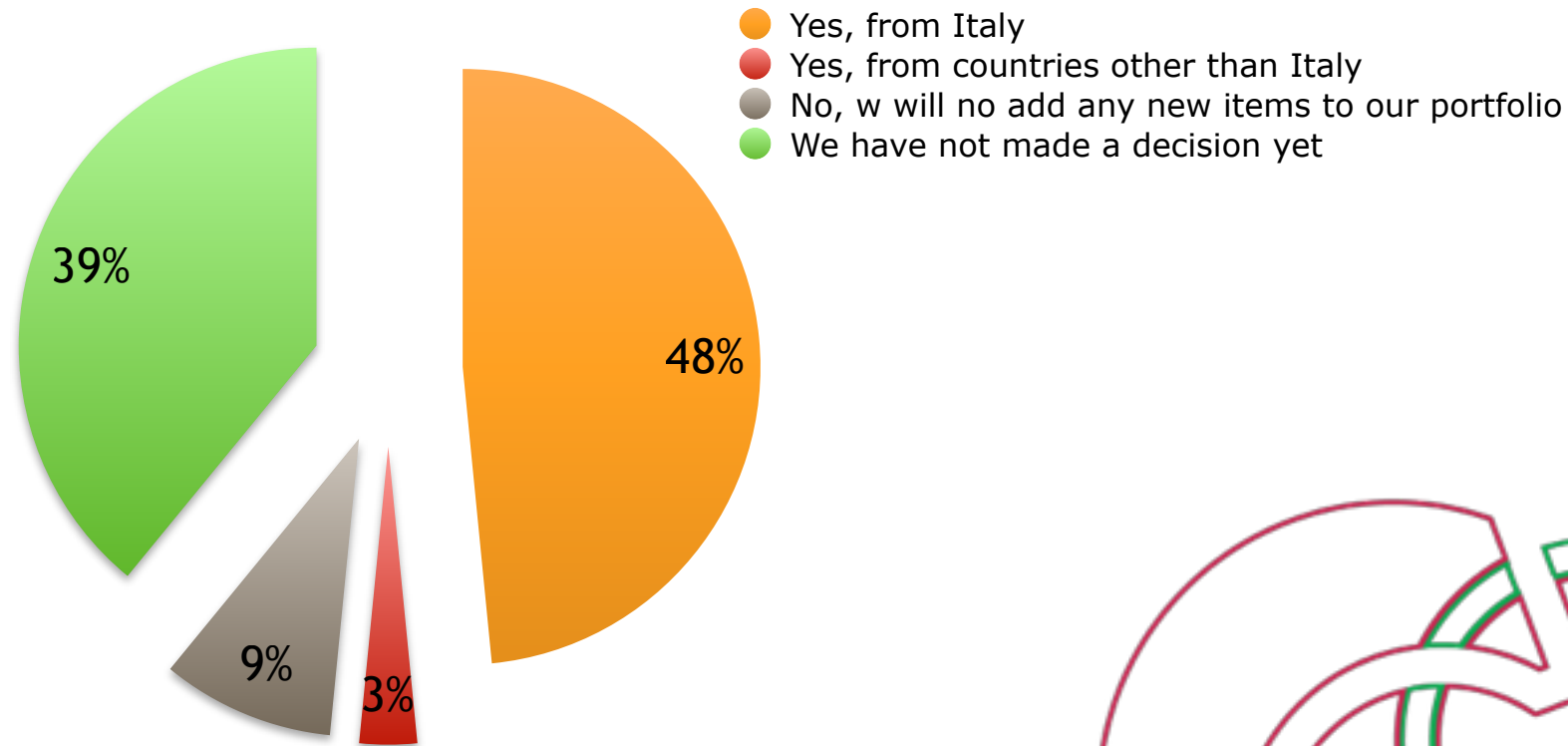
Plans to Expand for 2016

Are you planning to expand your business in 2016?



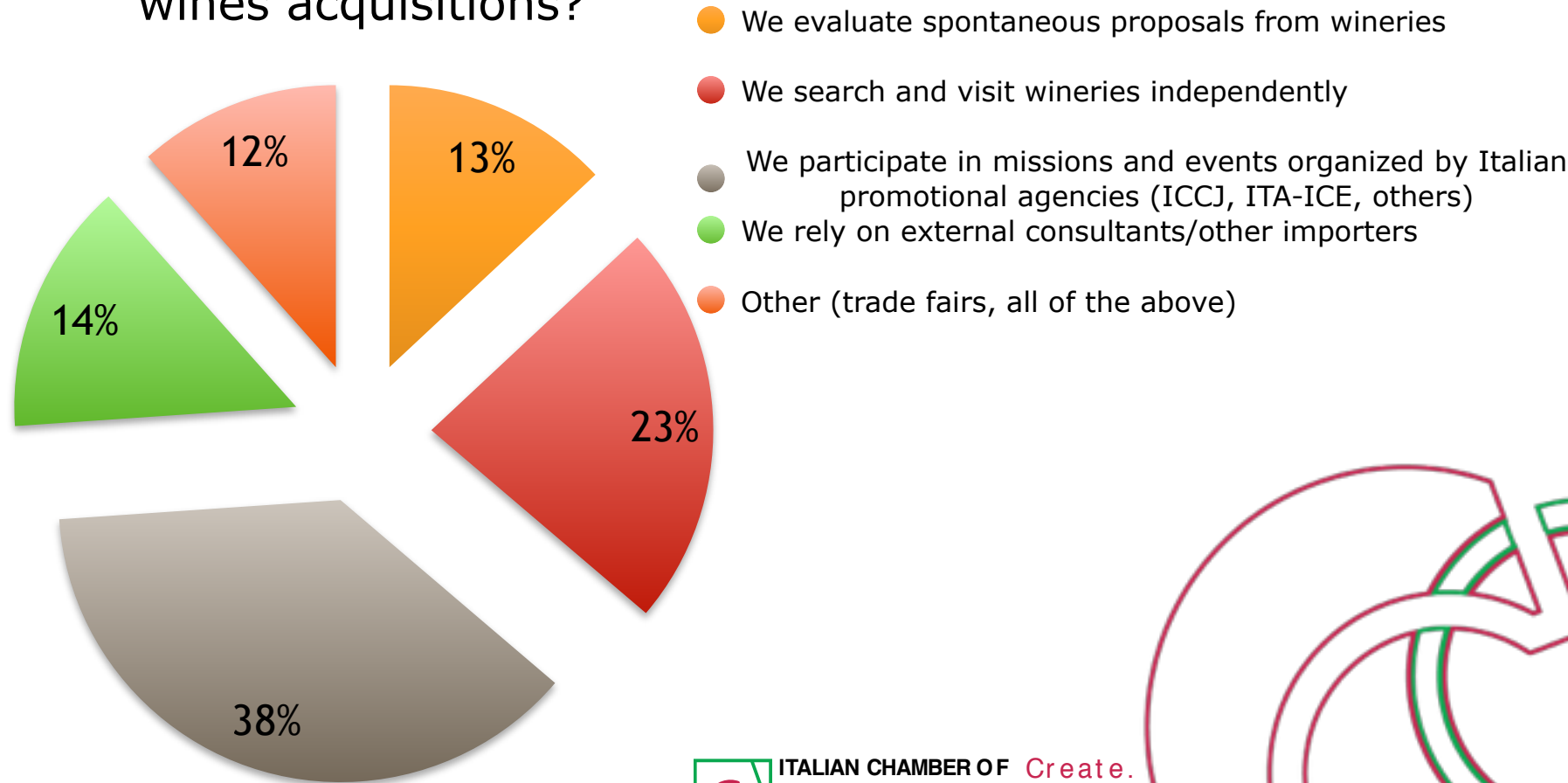
Italian Wines Prove Popular for 2016

Do you have plans to acquire/import new wines for 2016?



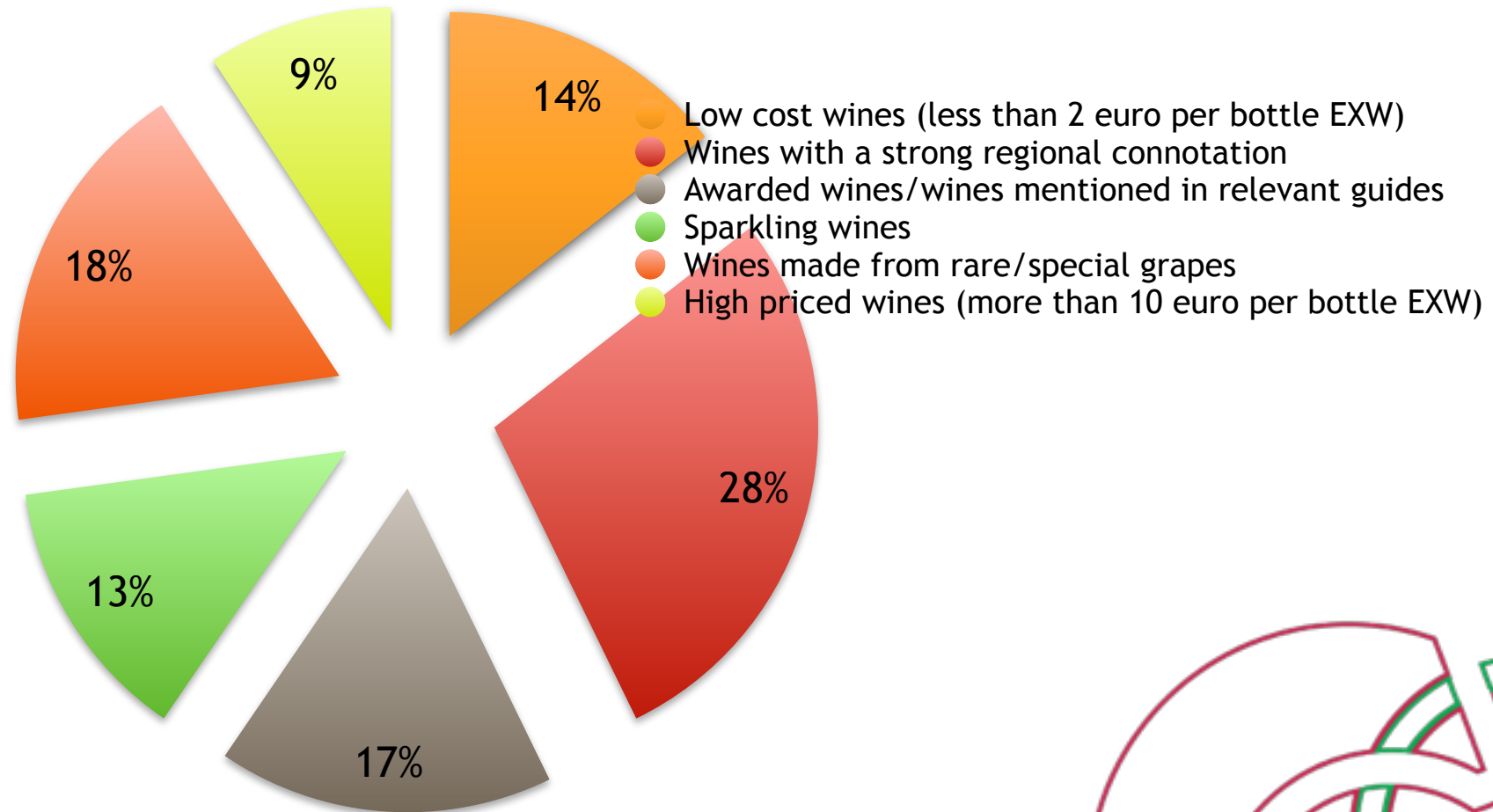
ICCJ Events & Missions, as well as Independent Searches, are the go-to Methods for New Wines

How do you usually acquire information to decide on new wines acquisitions?



Regional Specific or Rare Grape Wines are Japanese Favourites

Regarding Italian wines, what types/kinds of wines are most appealing to your company?



Some difficulties experienced when dealing with Italian wineries

- Import/export document procedures
- Business cultural differences
- Differentiation
- Linguistic differences, but this is not a problem concerning only Italy.

The Italian Chamber of Commerce in Japan

Tokyo: FBR Mita Bldg. 9F, Mita 4-1-27
Minato-ku, 108-0073 Tokyo
Tel: 03-6809-5802 Fax:
03-6809-5803

Milan: viale A. Doria, 7 - 20124 Milano