

Japan Sake Industry Outlook: Market to Reach \$1.67 Billion by 2031 | Experts Research Report By DataM Intelligence

Japan Sake Market is projected to grow from US\$ 1.21 Billion in 2022 to US\$ 1.67 billion by 2031

TOKYO, YOKOHAMA, JAPAN, July 17, 2025 /EINPresswire.com/ -- Japan Sake Market Poised for Steady Growth Amid Global Cultural Appreciation and Premiumization Trends

Market Overview

The [Japan Sake Market Size](#) was estimated at nearly US\$ 1.21 Billion in 2022 and is expected to reach close to US\$ 1.67 Billion by 2031, advancing at a CAGR of 4.1% during the period from 2024 to 2031.

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Increasing appreciation for Japanese cuisine and premium sake has driven U.S. imports, contributing significantly to the Japan Sake Market's projected growth to \$1.67B by 2031.

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Market Drivers / Opportunities

Rising Global Demand: International exports of sake are at an all-time high, especially in North America, Europe, and Southeast Asia. Growing global interest in Japanese food and a rising understanding of different sake types are key factors supporting continued market expansion.

Premiumization Trend: Consumers are shifting toward high-quality, artisanal, and aged sake options, encouraging innovation and differentiation among brewers.

Younger Demographic Engagement: Breweries are actively targeting younger audiences with low-alcohol, sparkling, and fruit-infused sake to rejuvenate domestic consumption.

Sustainable Brewing Initiatives: Adoption of environmentally friendly production practices is creating new value propositions in the market.

Latest Developments:

In December 2023, Okuhida Brewery, a historic sake producer with a 300-year legacy, introduced a new sake brand featuring only 8% alcohol. The purpose of this launch is to meet the increasing consumer preference for low-alcohol drinks in the Japanese market.

Key Players

Leading players in the Japan Sake Market include:

Aramasa Co, Ltd.

ASAHI-SHUZO SAKE BREWING CO., LTD.

HAKUTSURU SAKE BREWING CO., LTD

Tatsuumi-Honke Brewing Co. Ltd

Kizakura Co., Ltd.

SAWANOTSURU co

TAKARA SHUZO INTERNATIONAL CO., LTD.

NIHONSAKARI CO., LTD.

Kiku-Masamune Sake Brewing Co., Ltd.

Miyasaka Brewing Company, Ltd.

Market Segmentation:

By Type: (Ordinary Sake, Junmai, Honjoro, Junmai Ginjo, Ginjo, Junmain Daiginjo)

By Age Group: (20-40 years old, 40-60 years old, Above 60 years old)

By Price Range: (Low, Medium, Premium)

By Distribution Channel: (Hypermarkets/Supermarkets, Specialty Stores, Online Channels, Others)

By Application: (Commercial Use, Home Use)

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Recent Developments

United States

February 2025: A leading California-based brewery launched a collaboration with a Japanese brewery to produce hybrid sake infused with American-grown rice, aimed at targeting Gen Z consumers.

In September 2024, the Sake Brewers Association of North America introduced a countrywide "Sake Week" initiative to enhance awareness and drive sales in both retail and dining sectors.

Japan

In March 2025, Asahi Shuzo unveiled a premium Junmai Daiginjo series featuring AI-driven rice polishing technology to ensure improved quality consistency..

October 2024: The Japanese government expanded its sake tourism initiative by including sake brewery trails in the official inbound travel campaign, increasing international footfall to rural sake-producing regions.

Conclusion

The Japan Sake Market is at the cusp of transformation, blending tradition with innovation. With growing international appreciation and evolving domestic strategies, the industry is well-positioned for sustained growth. Strategic collaborations, premium product lines, and export acceleration will remain pivotal in shaping the future of this iconic Japanese beverage.

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Sai Kumar

DataM Intelligence 4Market Research LLP

+1 877-441-4866

sai.k@datamintelligence.com

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