An Analysis of Wine Consumption Trends and Food-Related Expenditures in Japan
OMURA Makiko, EBIHARA Kensuke, SAKURAI Yuka
Meiji Gakuin University - JP
makiko@eco.meijigakuin.ac.jp, ebi@law.meijigakuin.ac.jp, ysakurai@eco.meijigakuin.ac.jp

Although Japanese economy has been experiencing recession since early 1990, wine consumption has been remaining relatively stable. In fact, looking at the growth rate, wine consumption in Japanese market has a fairly steady upward trend, with significantly higher average growth rate compared to the GDP or many other consumption goods. This is particularly so for imported wines. Although Japanese consumers do not drink as much wine as their Westerns counterparts, such a growing trend may suggest a possibility of wine steadily gaining its place in Japanese life. In particular, wine consumption may be related to the westernisation of cuisine in Japan. Whilst the analyses do not give strong evidence of correlation between wine consumption and other food item consumption at a household level, wine consumption is found to be significantly positively correlated with expenditures outside the household, in particular, expenditure on eating-out and social-expenses. The results from the analyses on food service industry sales may suggest younger generations, reasonably-priced wines, and casual eating occasions outside household being keys to the future wine consumption in Japan, contrary to the trends recently experienced by France.