
Japan - Survey on alcohol consumption

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Introduction



Inflation and cost of living have increased in many countries around the world, and Japan is no exception.

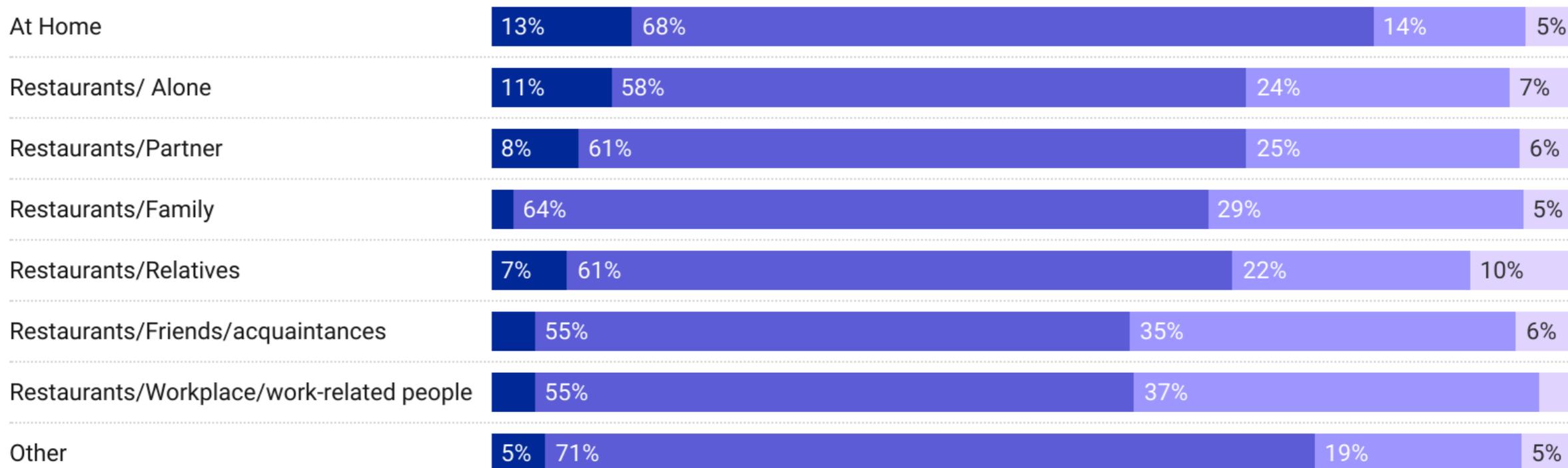
As such, Rakuten Insight investigated the impact on consumers' drinking habits by asking 1,000 consumers aged 20-69 years old from their own proprietary panel in Japan.

A few key findings emerged:
Firstly, attitudes & behaviours can form tighter segments than the generational label.
Secondly, the trend away from workplace drinking continues across all generations – including the bosses!
And finally, drinkers are going to drink regardless of any price hike!

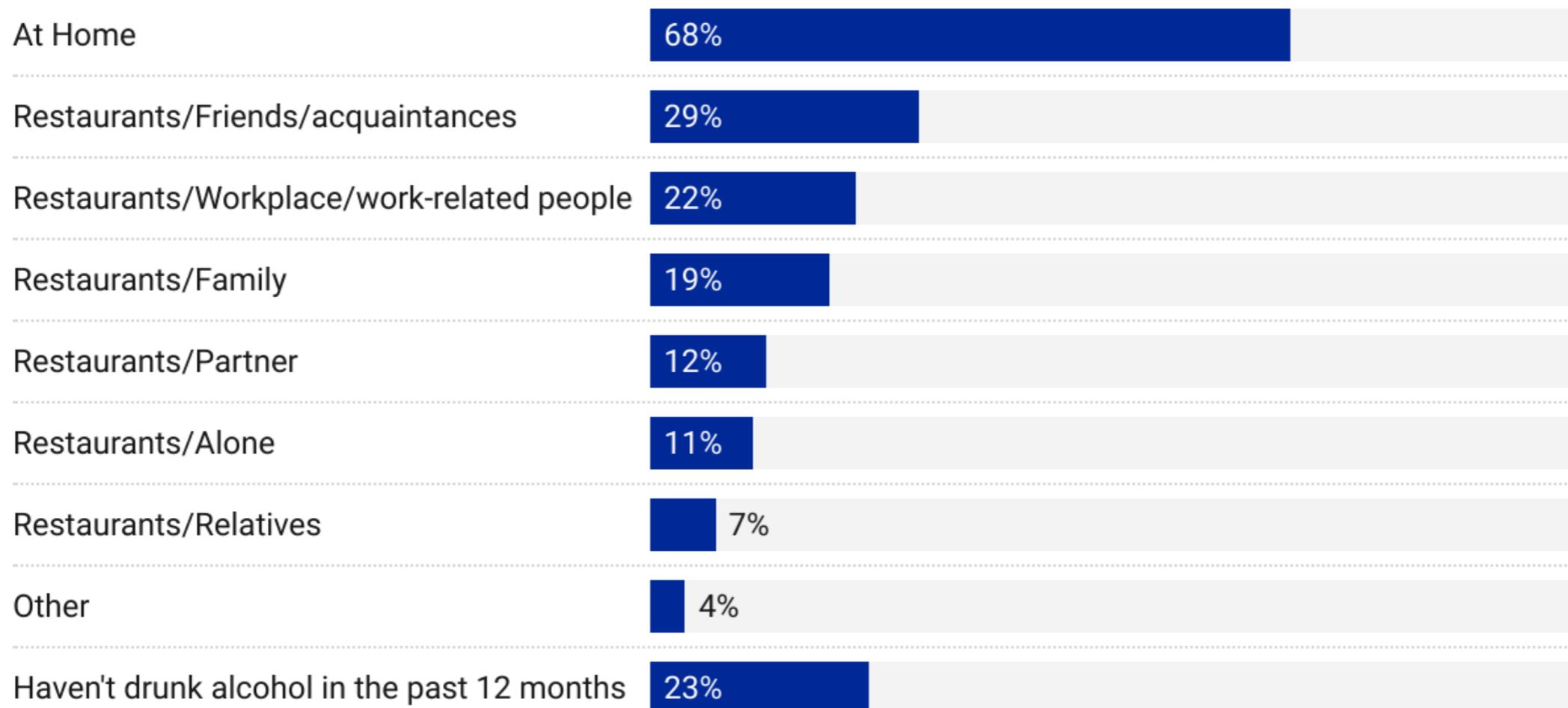
Read on for the details!

Changes in drinking frequency after 2022 due to food price increases

■ Increased
 ■ No change
 ■ Decreased
 ■ Don't know



Places you drank alcohol within the past year/people you drank with



Places you drank alcohol within the past year/people you drank with (by age x gender)

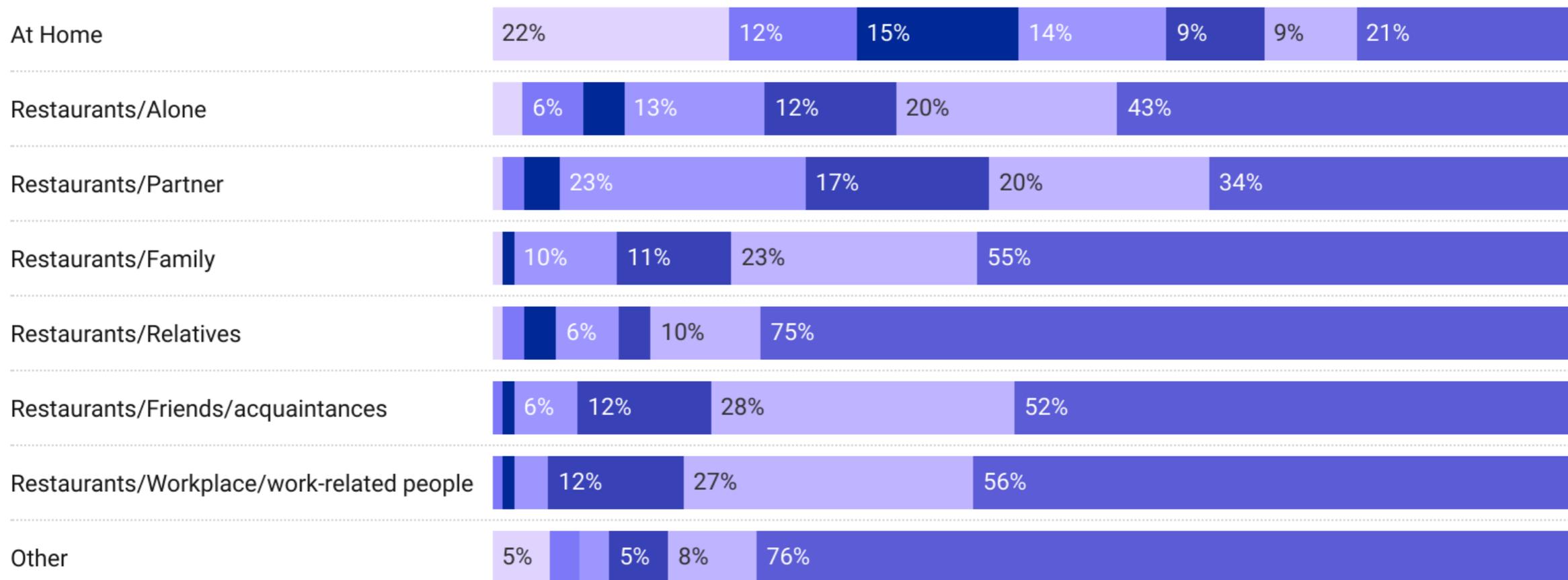
	At Home	Friends	Workplace people	Family	Partner	Alone	Relatives	Other	Haven't drunk
Male 20s	74%	42%	27%	18%	21%	18%	13%	5%	17%
Male 30s	67%	34%	37%	19%	19%	22%	8%	5%	19%
Male 40s	72%	30%	34%	16%	14%	14%	8%	3%	20%
Male 50s	70%	27%	27%	20%	8%	14%	7%	1%	21%
Male 60s	83%	31%	30%	28%	7%	12%	10%	6%	11%
Female 20s	65%	40%	16%	18%	24%	9%	5%	3%	23%
Female 30s	63%	25%	18%	19%	11%	8%	5%	3%	27%
Female 40s	63%	24%	14%	17%	16%	3%	4%	4%	30%
Female 50s	66%	18%	8%	19%	4%	5%	5%	6%	31%
Female 60s	61%	23%	8%	18%	5%	5%	7%	0%	33%

Base: 1,000

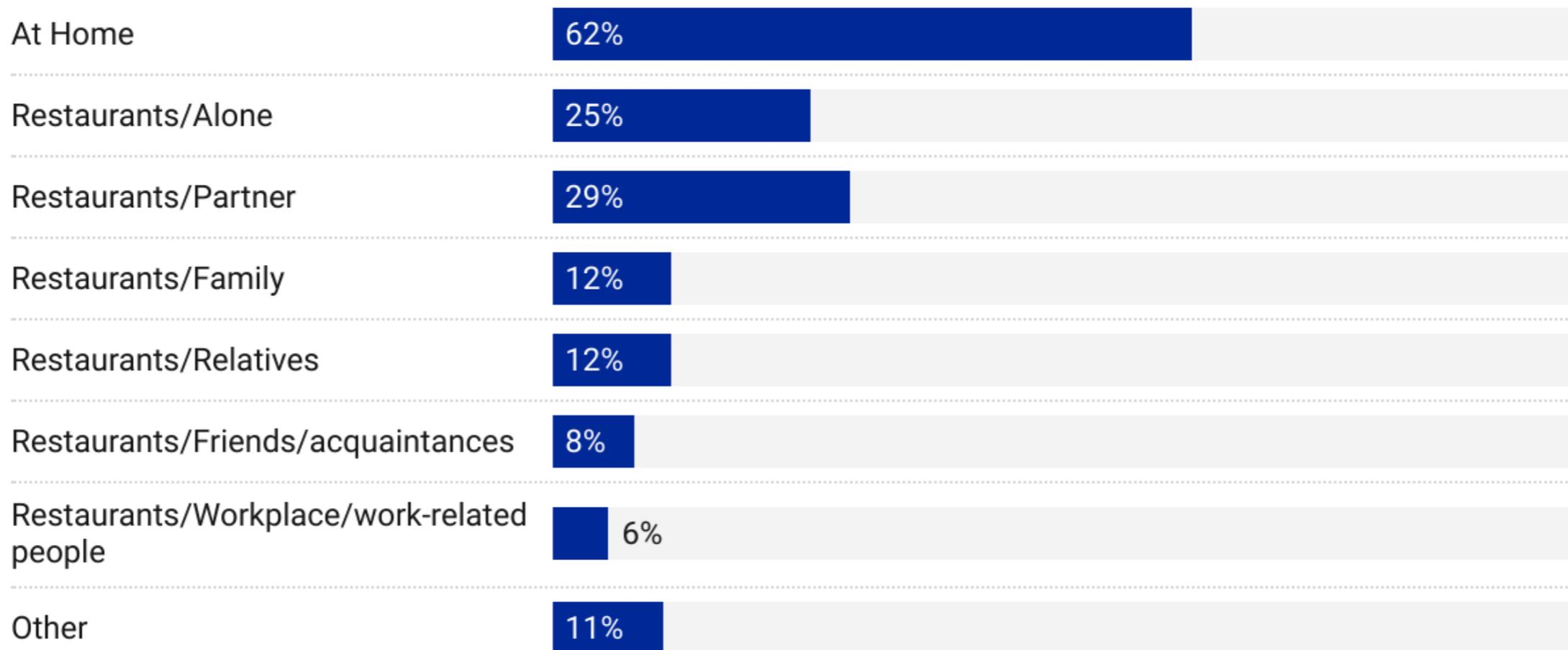
Drinking frequency



Almost every day
 4-5 days a week
 2-3 days a week
 Once a week
 2-3 days a month
 Once per month
 Less than once per month



Drinking frequency – at least once per week



Intention to participate in drinking parties in the future



I really want to participate
 I want to participate
 Can't say
 I don't want to participate
 I don't want to participate at all

Colleagues at work



Workplace boss



Workplace subordinates/juniors



Friend/acquaintance



Relatives



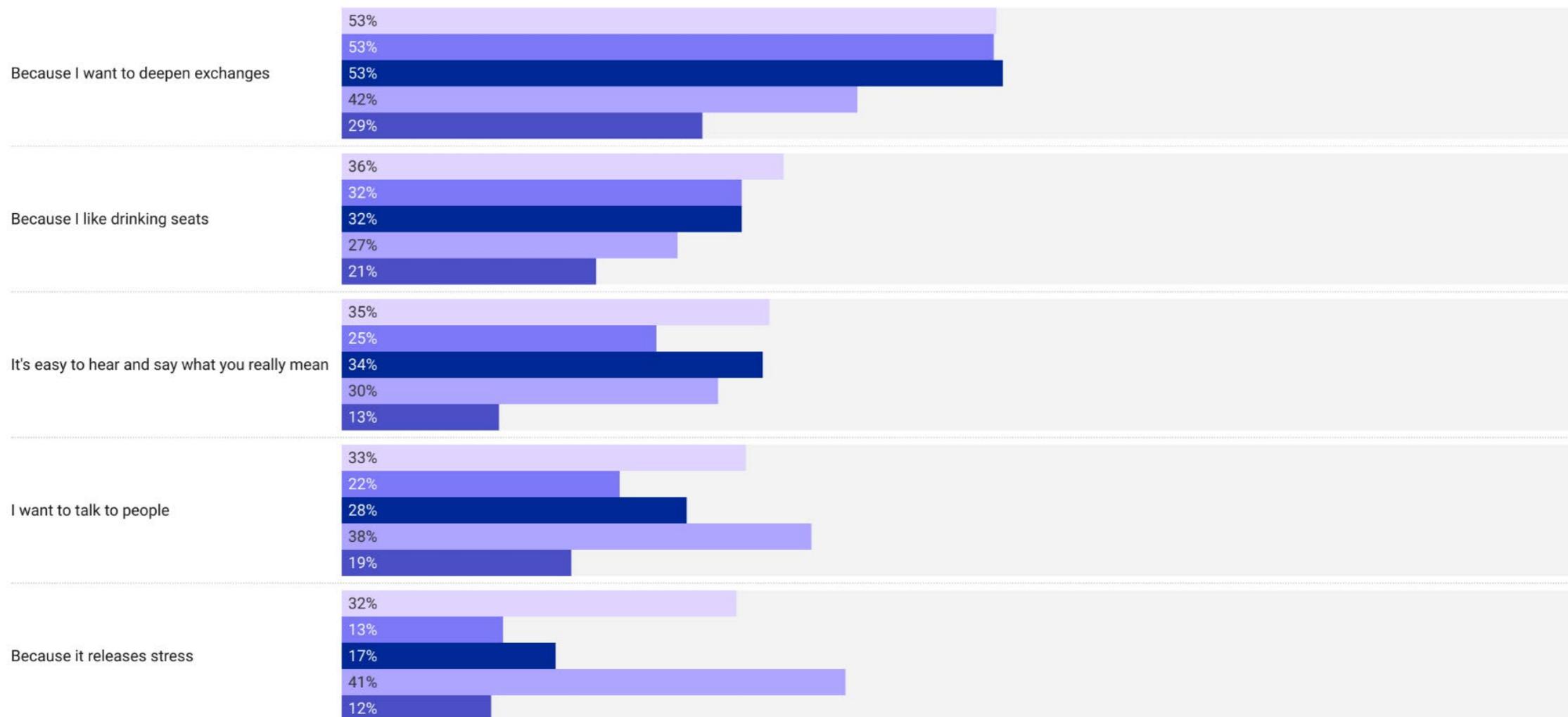
Reasons for wanting to participate in drinking parties in the future

	Colleagues at work	Workplace boss	Workplace subordinates	Friends	Relatives
Because it releases stress	32%	13%	17%	41%	12%
I want to talk to people	33%	22%	28%	38%	19%
Because I want to deepen exchanges	53%	53%	53%	42%	29%
Because there may be new encounters	9%	9%	9%	6%	1%
I don't have to worry about it	22%	5%	21%	50%	28%
It's easy to hear and say what you really mean	35%	25%	34%	30%	13%
Because I like alcohol itself	22%	24%	23%	21%	20%
Because I like drinking seats	36%	32%	32%	27%	21%
Because I think it's good manners to participate	9%	22%	6%	3%	11%
I don't like being embarrassed by refusing	7%	11%	4%	4%	7%
I don't want to feel alienated by refusing	8%	11%	2%	3%	4%
Because I want to report on the current situation	27%	16%	23%	52%	38%
I don't usually have many opportunities to talk	31%	29%	31%	34%	31%
I feel compelled to participate	3%	9%	2%	2%	6%
Others	0%	2%	1%	0%	2%
There is no particular reason	5%	4%	4%	4%	8%

Top reasons for wanting to participate in a drinking party



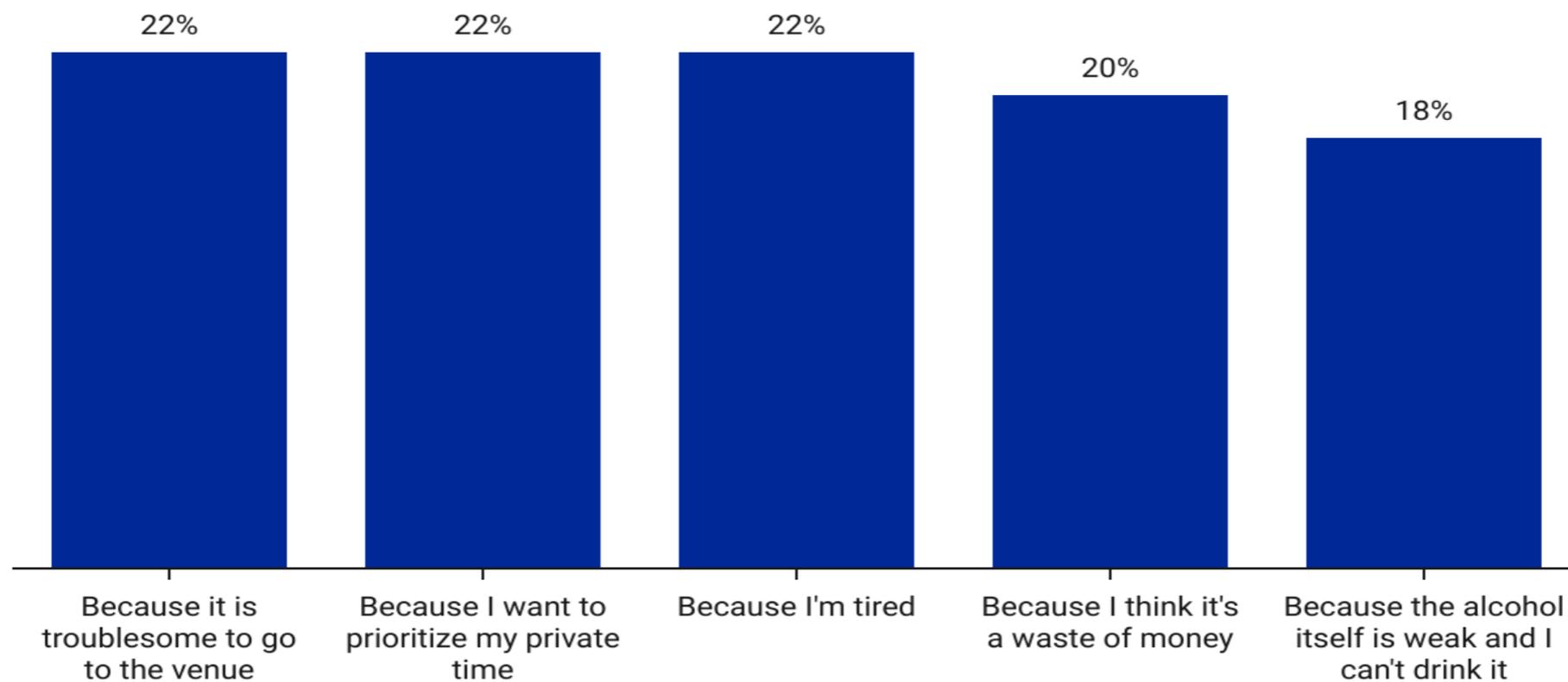
■ Colleagues at work
 ■ Workplace boss
 ■ Workplace subordinates
 ■ Friends/acquaintances
 ■ Relatives



Reasons for not wanting to participate in drinking parties in the future

	Colleagues at work	Workplace boss	Workplace subordinates	Friends/ Acquaintances	Relatives
I'm not good at talking to people	15%	12%	11%	14%	11%
Because it is troublesome to go to the venue	16%	18%	14%	22%	16%
Because the time is not right	5%	7%	7%	13%	8%
Because I want to prioritize my private time	32%	33%	29%	22%	25%
Because you think it's a waste of money	30%	27%	27%	20%	18%
Because there is no one to get along with	19%	22%	17%	13%	20%
I have nothing to talk about	28%	31%	32%	16%	31%
Because I'm tired	47%	56%	44%	22%	50%
Because it affects the physical condition of the next day	8%	9%	9%	11%	6%
Because the alcohol itself is weak and I can't drink it	8%	10%	11%	18%	11%
I'm not good at drinking seats	10%	11%	9%	16%	8%
Because I don't want to hear private stories	18%	21%	17%	9%	23%
I'm not interested in other people	16%	15%	11%	11%	11%
Others	9%	6%	7%	2%	3%
There is no particular reason	14%	11%	12%	13%	7%

Friends - Top reasons for not wanting to participate in a drinking party



About us

For 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



China
3,700,000



Hong Kong
110,000



India
1,600,000



Indonesia
1,100,000



Japan
2,200,000



Malaysia
480,000



Philippines
570,000



Singapore
115,000



South Korea
680,000



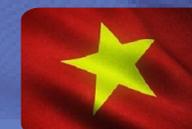
Taiwan
270,000



Thailand
750,000



United States
3,000,000



Vietnam
550,000

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