

2026 EDITION · FOR IMPORTERS, DISTRIBUTORS AND
RESTAURANTS

Japanese Sake Market Report 2026

Japan's sake exports by country (2025) and
REIKA's Top 10 best-selling sake (2026)

Sources: Japan Sake and Shochu Makers Association (Feb 2026); bottle
sales at REIKA, Sakura Sake Shop's online store in Japan (Jan–Oct 2026)

SAKURA SAKE SHOP

2026 TOP 10

BEST-SELLING
SAKE IN JAPAN

Sales Volume Ranking

January – Early October 2026



KANKOUBAI



UGO NO TSUKI



MII NO KOTOBUKI

Based on bottle sales at REIKA, Sakura Sake Shop's domestic online store.

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2025 at a glance

Japan's sake exports grew in both value and volume in 2025, despite additional US tariffs.

¥45.9B

Export value

+5.5% vs 2024

33,500 kL

Export volume

+8.0% vs 2024

81

Countries and regions

+1 vs 2024 · Record high

¥1,368

Export price per liter

-2.3% vs 2024 · 1.8× 2015

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Part 2 REIKA's Top 10 Best-Selling Sake, 2026: what sells at our store in Japan

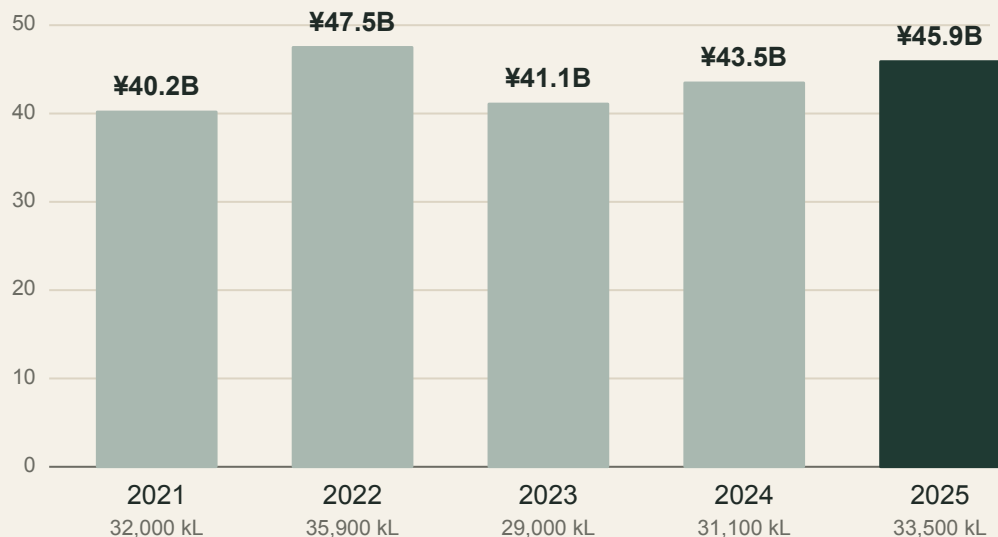
Part 3 About Sakura Sake Shop

Source: Japan Sake and Shochu Makers Association, "2025 Sake Export Results" (Feb 6, 2026), based on Ministry of Finance trade statistics.



Five-year trend: back on a growth path

Export value (¥ billion) and volume, 2021–2025



After a record 2022, exports fell in 2023 as demand slowed in China and the United States.

2024 and 2025 brought two consecutive years of growth. 2025 reached ¥45.9 billion and 33,500 kL, the second-highest value on record.

Destination countries and regions rose to 81, a new record.

Source: Japan Sake and Shochu Makers Association. Volumes rounded.

Top 10 markets: three take about 64% of value

Market	Value 2025	vs 2024	Rank	Volume 2025	vs 2024	Rank
China	¥13.3B	+13.9%	1	6,660 kL	+25.1%	2
United States	¥11.0B	-3.5%	2	7,720 kL	-3.5%	1
Hong Kong	¥4.8B	-5.7%	3	2,030 kL	+0.7%	5
South Korea	¥4.4B	+17.2%	4	5,483 kL	+12.0%	3
Taiwan	¥2.7B	+1.1%	5	3,035 kL	+5.0%	4
Singapore	¥1.5B	+1.4%	6	687 kL	-2.1%	7
Canada	¥1.3B	+26.0%	7	1,309 kL	+41.4%	6
Australia	¥844M	+7.9%	8	654 kL	-3.5%	8
France	¥628M	+13.8%	9	466 kL	+6.8%	12
United Kingdom	¥617M	-3.2%	10	431 kL	+1.9%	13

China leads by value, the United States by volume. Canada grew fastest in volume among the top 20 (+41.4%).

Source: Japan Sake and Shochu Makers Association, export value and volume by country (top 20). ¥1B = ¥1,000M. Rank = rank among all destinations.

Price per liter: where premium sake goes

Rank	Market	¥ per liter 2025	2024	vs 2024
1	Macau	¥3,058	¥2,857	+7.1%
2	Hong Kong	¥2,376	¥2,539	-6.4%
3	Singapore	¥2,190	¥2,114	+3.6%
4	China	¥1,998	¥2,193	-8.9%
5	UAE	¥1,763	¥1,837	-4.0%
6	United Kingdom	¥1,432	¥1,508	-5.0%
7	United States	¥1,431	¥1,430	+0.1%
8	France	¥1,348	¥1,265	+6.6%
9	Australia	¥1,290	¥1,154	+11.8%
10	Vietnam	¥1,260	¥1,209	+4.2%

Average across all markets: ¥1,368 per liter (-2.3% vs 2024). South Korea, No. 3 by volume, averages ¥802.

Source: Japan Sake and Shochu Makers Association, export price per liter for the top 20 markets by value, ranked here by 2025 price.

Four takeaways from the 2025 numbers

1 The US dipped 3.5% under new tariffs

Value ¥11.0B and volume 7,720 kL, both down 3.5%. Still the largest destination by volume.

2 South Korea hit a record high

Value ¥4.4B (+17.2%) and volume 5,483 kL (+12.0%). Now No. 3 by volume.

3 Canada and France set records

Canada ¥1.3B (+26.0%), 1,309 kL (+41.4%). France ¥0.63B (+13.8%), with sake reaching fine dining.

4 Prices have risen 1.8× in ten years

¥1,368 per liter, up from ¥771 in 2015. Macau led the top 20 markets at ¥3,058.

WHAT THIS MEANS IF YOU IMPORT SAKE

Established markets

US, China, Hong Kong, South Korea: stand out with breweries other importers do not carry.

Markets that grew in 2025

Canada, France and others: room to become a new name on restaurant lists.

Every market

The same sake can taste different on arrival. Strict temperature control is the edge: our reefers hold -5°C to +5°C.

PART 2

REIKA's Top 10 Best-Selling Sake, 2026

What Japanese sake lovers bought most at REIKA, Sakura Sake Shop's online store in Japan. This is our own store's data, not a nationwide ranking.

Ranked by bottles sold, January 1 – October 7, 2026. Excludes gift sets, lottery-only items, and Sakura Sake Shop's own original and collaboration items. Variants of the same product are combined.

SAKURA SAKE SHOP

2026 TOP 10 BEST-SELLING SAKE IN JAPAN

Sales Volume Ranking
January – Early October 2026

02



KANKOUBAI

01



UGO NO TSUKI

03



MII NO KOTOBUKI

Based on bottle sales at REIKA, Sakura Sake Shop's domestic online store.

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No. 1 – 4



1

UGO NO TSUKI
Tokubetsu Junmai
"Jusanya"

Hiroshima · Aihara Shuzo

No. 1 again, as in our H1 2025 ranking. Only 13% ABV, with balanced umami that keeps pace with a meal. Sold by just eight retailers.

[Ask us about availability >](#)



2

KANKOUBAI
Junmai Ginjo
Yamadanishiki 50

Mie · Kankoubai Shuzo

No. 1 in the Junmai Ginjo category at SAKE COMPETITION 2025. Fresh, fruity and pasteurized (hi-ire).

[On our export list · View >](#)



3

MII NO KOTOBUKI
Junmai Ginjo +14 Extra Dry

Fukuoka · Mii no Kotobuki

Clearly dry with lingering umami. The label, reminiscent of Slam Dunk, is known well beyond Japan.

[On our export list · View >](#)



4

TSUSHIMAYA Another Story
"Der Vater Rhein"

Gifu · Miyozakura Jozo

11% ABV, fermented with German white-wine yeast and bottle-conditioned for lively bubbles.

[On our export list · View >](#)

No. 5 – 8



5

TOYO BIJIN
Junmai Daiginjo
"Ichibanmatoi"

Yamaguchi · Sumikawa Shuzojo

Served at the 2016 Japan–Russia summit. Yamadanishiki polished to 40%, fermented slowly at low temperature.

[On our export list · View >](#)



6

HAKURAKUSEI
Junmai Daiginjo

Miyagi · Niizawa Brewery

Omachi rice polished to 40%: generous body with a clean, crisp finish. Served in JAL international First Class.

[Ask us about availability >](#)



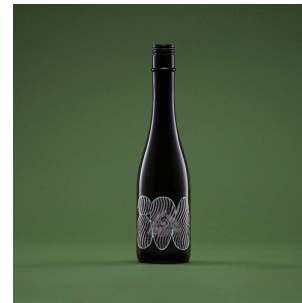
7

HAKURAKUSEI
Junmai Ginjo

Miyagi · Niizawa Brewery

Restrained aroma and sweetness: the brewery's "ultimate food sake", made to be drunk with a meal.

[On our export list · View >](#)



8

800 (YAO)
Soba

Osaka · LINNÉ

Brewed with rice and buckwheat (soba) koji. Calm at room temperature; warmed, it recalls soba-yu.

[On our export list · View >](#)

No. 9 – 10



9

HAKURAKUSEI

**Junmai Daiginjo Special
A-Ranked Yamadanishiki 29%**

Miyagi · Niizawa Brewery

Yamadanishiki from Akitsu in Tojo, Hyogo, polished to 29%. Banana, melon and strawberry notes, with a soft sweetness.

[On our export list · View >](#)

10= Tied: two bottles from the Takachiyo series



HOUJUN MUJIN TAKACHIYO Origarami (BLUE Label)

Niigata · Takachiyo Brewery

Grapefruit-like aroma and bright acidity, with the silky texture of origarami.

[On our export list · View >](#)



HOUJUN MUJIN TAKACHIYO Kasumi Peach Label

Niigata · Takachiyo Brewery

Ripe peach aroma, juicy umami and a gentle fizz.

[Ask us about availability >](#)

“On our export list” = in Sakura Sake Shop's export lineup. Availability depends on your country's regulations and on stock; please confirm with us.



Three trends in this year's ranking

Lighter, lower-alcohol sake

No. 1 Jusanya is 13% ABV and No. 4 Der Vater Rhein is 11%. Toyo Bijin Ichibanmatoi moved from 16% to 14%. Drinkers want wine-like strength that works through a meal.

A gentle sparkle

Kankoubai, Der Vater Rhein and Takachiyo Kasumi all have a light fizz on the palate, an easy entry point for sparkling-wine drinkers.

A clear reason to pick it up

Mii no Kotobuki's iconic label, 800 Soba's buckwheat koji, Toyo Bijin's red and gold. Beyond taste, each bottle has a story to tell.

8 of the 11 bottles are on our export list. Availability depends on your country's regulations and on stock.

About Sakura Sake Shop

20+

Countries

We export to importers in more than 20 countries and know each market's rules and paperwork.

70+

Breweries · 1,500 SKUs

Direct relationships with breweries across Japan, from rare limited releases to everyday food sake.

-5°C

Cold chain

Reefer containers between -5°C and +5°C, so sake arrives tasting as it does in Japan.

Get sake suggestions for your market

Tell us your destination country, sales channel (restaurants, retail...) and target price range. We will suggest bottles that fit. Samples from one bottle.

[Request a proposal](#) ›

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