

AB InBev pushes into Japan market

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The shift comes at a time when Japan's beer market continues to shrink. But AB InBev has its eyes set on a liquor tax amendment that will help bring down the price of regular beer.

Budweiser is one of the world's top-selling beers, along with the Snow brand of China Resources Beer (Holdings). It enjoys a global market share of about 2.5%. But sales in Japan have declined to less than 20% of peak levels reached in the 1990s, at around 8,000 kiloliters a year, according to the Kirin Holdings unit.