

FY 2025 Sales Report (YoY %)

Kirin Brewery	Revenue by Category	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.-Dec.
	Beer products Total	103	93	130	69	91	98	101	91	100	119	101	108	100
	RTD Total	107	88	131	81	102	99	106	95	95	108	103	105	101
	Sales Volume by Main Brands													
	KIRIN ICHIBAN brand family Total	110	88	140	102	95	99	108	93	98	112	98	105	104
	KIRIN ICHIBAN	112	94	148	68	87	95	103	87	93	104	103	102	99
	Harekaze	-	-	-	31	96	77	87	66	101	89	88	112	86
	Kirin Tanrei Green Label	97	89	150	52	82	91	94	87	95	105	90	99	94
	Honkirin	89	85	150	44	76	82	90	78	93	98	89	91	88
	Kirin Hyoketsu	101	91	139	76	93	93	100	96	104	103	101	106	100