Alcohol Beverages Business

As the Group’s largest cash cow business, the Alcohol Beverages Business offers a comprehensive lineup of alcohol beverages, starting with beer-type beverages. In this business, we aim to establish a position as the leader in the domestic alcohol industry through the cultivation of strong brands in each product category and the strengthening of proposals for new value through innovation.

Soft Drinks Business

Centered on Asahi Soft Drinks Co., Ltd., the Soft Drinks Business offers such products as MITSUYA CIDER, WILKINSON, CALPIS, WONDA, Asahi “Juroku-Cha,” and Asahi OISHII MIZU. Through this business, we aim to become an industry-leading company through efforts to enhance the intrinsic value of our products focused on core brands including 100-year-old brands that originated in Japan, and establish a foundation for future growth.

Food Business

Centered on Asahi Group Foods, Ltd., the Food Business manufactures and sells confectioneries, health foods, supplements, powdered milk products for infants and baby food, food and other products for nursing care, freeze-dried foods, and raw materials for food products. In this business, we are working to establish a foundation for the next stage of growth by leveraging our core brands. Through this effort, we will strengthen proposals for new value in the form of “deliciousness with added value” in line with diversifying consumer needs and values.

Overseas Business

The Overseas Business is making efforts to establish a growth foundation in Europe, Oceania, Southeast Asia, China, and other regions. In this business, we are working to enhance our product portfolio centered on the core brands in each region. In addition, we are expanding cross-selling initiatives that leverage the brands and know-how we have cultivated to date. In these ways, the Overseas Business will drive the sustainable growth of the Group.
Progress in Financial and Business Strategies

Revenue and Core Operating Profit Margin*3*4

(¥ billion) (%)

Revenue by Category in 2019

(%)  

Sales Volumes by Category in 2019

(%)  

Revenue by Business in 2019

(%)  

Reference: Revenue by business based on business portfolio restructuring from fiscal 2020 (fiscal 2019 results)

Europe business 56%  
Oceania business 26%  
Southeast Asia business 6%  
China business 7%  
Others 15%  

IFRS

JGAAP

*1 The ratio of revenue in each business to total revenue is calculated by subtracting the revenue in each business from total consolidated revenue, including adjustments (corporate/elimination).

*2 The ratio of core operating profit in each business to total core operating profit is calculated by subtracting the core operating profit in each business from total consolidated core operating profit (excluding amortization of intangible assets occurring following acquisitions), including adjustments (corporate/elimination).

*3 We changed the disclosure method to allocate the results of IFRS adjustment into each individual operating company’s revenue and core operating profit. In response to this change, the figures in 2018, the year used for comparisons, for each operating company include the impacts of the IFRS adjustment.

*4 We reorganized our business segments, etc., on January 1, 2019. As a result, we reflect the impact of the following two changes in the figures for 2018, the year used for comparisons.

1. Change of the export structure, including the transfer of export beer sales at Asahi Breweries, Ltd., which were previously included in the Alcohol Beverages Business, to Other/elimination in the Overseas Business.

2. Transfer of Taiwan Calpis Co., Ltd., which was previously included in Other/elimination in the Overseas Business, to Asahi Soft Drinks Co., Ltd. in the Soft Drinks Business.