Japan market briefing

Where is Japan?

U.S. version

Japan version

Overview of Japan:

GDP in 2020

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Name of country</th>
<th>Unit (US$ million)</th>
<th>Growth rate (2021 vs 2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st place</td>
<td>United States of America</td>
<td>22,675,271</td>
<td>5.7%</td>
</tr>
<tr>
<td>2nd place</td>
<td>Republic of China</td>
<td>16,642,318</td>
<td>8.1%</td>
</tr>
<tr>
<td>3rd place</td>
<td>Japan</td>
<td>5,378,136</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

Population: 125,194,000 (as of February 2022)

Ethnic groups: Japanese 98.1%, Chinese 0.5%, Korean 0.4%, other 1% (includes Pilipino, Vietnamese, and Brazilian)

Typical household income (as of May 2022):
The average monthly income: 489,745 yen (US$3,767.27)

Imported food value/ratio
US$68.44 billion/9.5% of total import value in Japan
Market ranking for U.S/WA food exports + top competitors

2nd ranking ($1.2 billion)/Competitors: China, Canada, Australia, Thailand, Italy

Successful U.S./WA products + those with best potential

Ranking of products to export in Japan: hay, frozen French fries, fish and seafood, wheat, beef, diary, frozen vegetables, fruit juice, pasta, fresh sweet cherries.

Current market trends

Higher quality and luxury foods are still popular. SDG’s, sustainability and organic are rising trends, as well as, Plant-based foods and Complete diet/balanced meal (meal that include all necessary nutrition) have been appearing recently

Import procedures & requirements (short overview, web links, tips, etc.)

Procedures are as follows: https://www.jetro.go.jp/ext_images/mexico/mercadeo/ImportProcedures_EN.pdf

The import notification submission, the inspection process, and finally, the obtaining of a certificate of notification are required to import foods to Japan. Custom clearance and distribution information: https://www.gourmetpro.co/blog/what-are-japan-food-import-regulations#:~:text=The%20procedure%20to%20import%20food,to%20custom%20clearance%20and%20distribution

Transportation & cold storage (top takeaways for your market)

Nippon Express, Yamato Transport Co., Sagawa Express Co.,Ltd, Kintetsu World Express, Itochu Logistics Corp.

https://www.mordorintelligence.com/industry-reports/japan-cold-chain-logistics-market

Market entry strategy/information

Finding local partners and construct a robust business relationship with them, keeping connected by making visits to Japan (https://www.trade.gov/knowledge-product/japan-market-entry-strategy)

Frequent communication with partners, appreciation and respect for the culture, and Japanese language ability is preferable (https://www.privacyshield.gov/article?id=Japan-Market-Entry-Strategy#:~:text=Japan%20%2D%20Market%20Entry%20StrategyJapan%20%2D%20Market,good%20partner%3B%20use%20of%20agents.&text=Use%20of%20the%20Japanese%20language%20is%20critical%20to%20success%20in%20Japan)

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