

Japan Market Briefing

Where is Japan?

U.S. Version



Japan Version



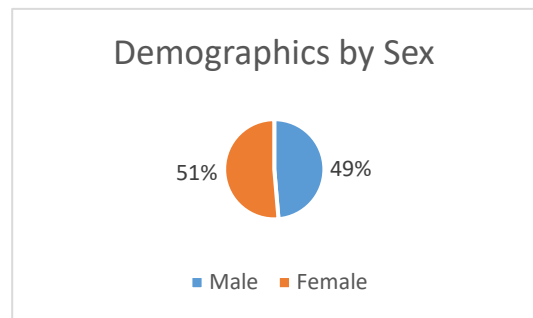
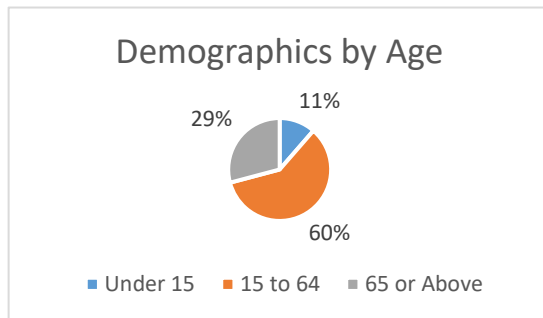
Overview of Japan:

GDP in 2023

Ranking	Name of Country	Unit (US\$ million)	Growth Rate (2023 vs 2022)
4 th place	Japan	4,212,945.16	1.9%

Japan ranks 4th in global GDP ranking, led by the US in 1st, China in 2nd and Germany in 3rd. In 2023, due to public investment and private investment in residential and non-residential sectors, the Japanese economy expanded 1.9%, surpassing 2022's 1% growth. While the economy saw strong growth in the 2nd half of 2023, due in part to a devalued yen, Japan dropped a rank in global GDP and was surpassed by Germany.

Population: 124,352,000 (as of October 2023)



Ethnic groups: Japanese 97.3%, Chinese 0.7%, Vietnamese 0.5%, Korean 0.3%, other 1.3% (including Filipino, Brazilian, and Nepalese)

Typical Household Income (2022):

Average annual income per household in 2022: 5,242,000 yen (US\$ 33,923.87)

Imported Food Value/Ratio

2023 total agriculture, forestry, and fisheries: US\$ 13.80 billion/16.6% of total import value in Japan

2022 total agricultural products: US\$11.8 billion/20.1% of total import value in Japan

Market ranking for U.S./WA food exports + top competitors

Ranked 5th in 2023 (\$11.91 billion)

Competitors: China, Canada, South Korea, Mexico, the Philippines

Successful U.S./WA products + Those with Best Potential

Ranking of products to export in Japan: hay, frozen French fries, fish and seafood, wheat, dairy, frozen vegetables, and beef.

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 ready to eat and frozen well-balanced meals (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>)