



Overview of the Japanese market

Interesting Statistics



About 23-25% of the domestic expenditure in Japan is on food



Over 21% of the Japanese population are elderly and more than 50,000 people are older than 100



The greater Tokyo area is the largest metropolitan area in the world with over 35 million people



There are approximately 620,000 restaurants and bars in Japan



KitKats are the most popular confectionery item in Japan with a large range of unusual flavours

Industry Trends



Packaged foods targeting senior citizens continues to grow annually



Online sales are growing at over 1.5% annually and are expected to reach 10% of the total market by 2024



Low-carb food is in high demand with the segment growing around 6% annually



Since 2008, the non-alcoholic beverage market has grown at over 1600%



Exotic flavors for supplements and ingredients are in high demand

Opportunities

- ✓ Dairy consumption and especially **cheese consumption** is **growing at over 5%** annually
- ✓ **An ageing population** leading to a demand for **health and nutritional supplements**
- ✓ Growing demand for **Western and other foreign foods** in Japan, especially among the country's younger population
- ✓ The **Economic Partnership Agreement (EPA)** between the EU and Japan enters into force on **1 February 2019**

Challenges

- ✓ **Brand-recognition and brand-safety** perception are key drivers of buyer choices
- ✓ **VAT increases** are expected in 2019, making products more expensive
- ✓ Japan is the **third largest economy** in the world but lies in 114th place for ease of doing business
- ✓ Less than **5%** of Japanese speak fluent English

Learn more about the Japanese F&B ingredients market.
Register to attend Hi Japan 2019.