



Agriculture and
Agri-Food Canada

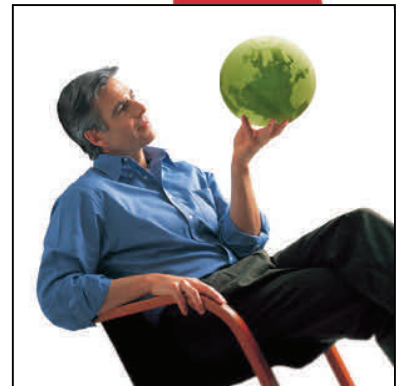
Agriculture et
Agroalimentaire Canada

International
Markets
Bureau

MARKET INDICATOR REPORT | APRIL 2013



Fruit and Vegetable Juices in Japan





▶ EXECUTIVE SUMMARY

Japanese consumers are becoming increasingly conscious of their own wellness, driven by government campaigns emphasizing one's own responsibility for health. The Japanese population is also aging as a whole, contributing to a burgeoning number of senior consumers who are actively seeking to educate themselves regarding health matters and nutrition.

Along with the trend toward even greater health-consciousness, many companies are finding that older demographics represent the majority of their clientele. In both instances, fruit and vegetable juice manufacturers are adapting their products accordingly, developing products that address the particular needs and concerns of this older, more health-conscious market.

In 2012, off-trade* value sales of fruit and vegetable juices in Japan registered US\$10.4 billion. Despite this, per capita consumption of fruit and vegetable juices by volume is significantly lower in Japan than in many other countries.

In 2012, the category of juice drinks (beverages containing up to 24% juice) grew in off-trade volume sales over the previous year. However, the other fruit and vegetable juice categories declined or are forecast to see slowing growth. This is largely due to limited innovation in the sector as a whole, which has constrained the sector's ability to attract new consumer markets.

***Off-trade** refers to product sales through retail formats, and does not include sales through foodservice establishments (referred to as **on-trade**).

▶ INSIDE THIS ISSUE

<i>Executive Summary</i>	2
<i>Consumer Demographics</i>	3
<i>Retail Sales</i>	3
<i>Health and Wellness</i>	4
<i>Market Shares by Brand and Company</i>	5
<i>New Products</i>	6
<i>New Product Examples</i>	7
<i>Trade Data</i>	8
<i>Key Sources</i>	9



Source: Mintel, 2012



▶ CONSUMER DEMOGRAPHICS

With 30.6 million people aged 65 or older, a median age of 45.4 years, and an average life expectancy of 83 years, the senior demographic in Japan represents an important market in terms of size alone. The senior population in Japan has a significant financial impact. The majority of consumers over the age of 50 have substantial retirement savings and high disposable incomes. Together, these factors characterize a growing market of consumers that would be well-suited to targeted marketing.

Cutting-edge medical research and development are key factors in determining the longevity of the Japanese population. However, active lifestyles and healthy diets also play a significant role. Japanese consumers are very mindful of their health, and continue to demand products that are organic or have various nutritional claims, such as “low calorie” or “fibre/vitamin enriched.” Products also have to be increasingly innovative and inspiring in order to attract the interest of these consumers.

**Historic/Forecast Japan Consumer Segmentation by Age
(Thousands of People)**

Age Segment	2012	2016	2020	% Growth 2012-2020
Babies/infants (aged 0-2)	3,125.8	2,835.4	2,550.5	-18.4
Kids (aged 3-8)	6,403.3	6,210.9	5,708.3	-10.9
Tweens (aged 9-12)	4,607.9	4,273.1	4,190.0	-9.1
Teens (aged 13-17)	5,975.8	5,782.7	5,386.6	-9.9
Young adults (aged 18-29)	15,775.0	14,983.2	14,600.7	-7.4
Middle youth (aged 30-44)	26,762.0	24,913.3	22,193.8	-17.1
Mid-lifers (aged 45-59)	23,848.0	24,585.3	26,159.2	9.7
Late-lifers (aged 60+)	41,075.8	42,758.6	43,533.0	6.0

Source: Euromonitor, 2013

▶ RETAIL SALES

In 2012, off-trade value sales of fruit and vegetable juice in Japan reached US\$10.4 billion. This represents an increase from the previous year, and value sales are expected to continue rising slowly over the forecast period of 2012 to 2017.

**Japanese Fruit and Vegetable Juice Market Sizes
Historic/Forecast Retail Sales Value and Volume**

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Off-trade value (based on retail sale price in US\$ millions)	8,209	8,271	9,021	9,970	10,443	10,587	10,685	10,779	10,787	10,770
Off-trade volume (in millions of litres)	2,374	2,159	2,271	2,331	2,439	2,466	2,458	2,442	2,418	2,388

Source: Euromonitor, 2013



▶ RETAIL SALES (continued)

Sales of fruit and vegetable juice are divided into three distinct and competing categories: 100% juice, juice nectars (25-99% juice), and juice drinks (up to 24% juice). By category, 100% juice holds the largest volume share (61%) of the market, followed by juice drinks at 29%. Nectars make up a much smaller proportion of the juice market as a whole, with 10%.

Products within the 100% juice category are generally considered to be more adult oriented. Juices classified as “not from concentrate” continue to be a traditional preference in Japan, with many small producers manufacturing their own products for local consumption. Japan produces a very large harvest of a variety of popular juice fruits, such as tangerines and Satsuma oranges. While juices under the health and wellness banner are growing (such as functional juices and organic juices), they are not yet well established in Japan.

While sales of fruit and vegetable juice per capita are expected to remain stable in Japan, consumption remains relatively low. The breadth of the market, as well as the traditional popularity of green tea and alcoholic beverages in Japan, is a major factor in the low per capita sales. This represents an opportunity for juice manufacturers to increase individual sales in Japan by introducing innovative and functional products that keep consumers' interest.

Japanese Fruit and Vegetable Juice Market Sizes by Category
Historic/Forecast Off-Trade Retail Sales Volume in Millions of Litres

Category	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
100% juice	1,448	1,345	1,389	1,385	1,476	1,501	1,494	1,480	1,458	1,430
Nectars (25-99% juice)	295	287	290	256	248	243	239	236	233	231
Juice drinks (up to 24% juice)	631	527	592	689	716	723	726	727	727	727

Source: Euromonitor, 2013

▶ HEALTH AND WELLNESS

The retail value of the health and wellness fruit and vegetable juice market represents approximately 58% of the total fruit and vegetable juice market in Japan. Naturally healthy and fortified/functional are the most popular health and wellness juices, with organic juices seeing steady value growth. The Japanese government actively promotes making healthy food choices through an anti-obesity law and a robust functional food classification agency. The country's national health-consciousness has contributed to rising demand for juices that are perceived to retain the nutritional value of fresh fruits and vegetables, such as those within the organic juice category. Japanese consumers are looking for products offering nutritional value and/or functional benefits that are also convenient and tasty.



Source: Mintel, 2012

Japanese Health and Wellness Fruit and Vegetable Juice Market Sizes
Historic/Forecast Retail Sales Value in US\$ Millions

Category	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Naturally healthy juice	5,604	6,276	6,108	5,748	5,470	5,330	5,218	5,159	5,134	5,132
Fortified/functional juice	285	308	314	321	328	337	349	364	381	400
Organic juice	50	55	56	57	59	63	67	71	77	83

Source: Euromonitor, 2012



▶ MARKET SHARES BY BRAND AND COMPANY

Yasai Seikatsu is the market leader in the Japanese fruit and vegetable juice market, holding a 7.5% share in 2012. The fruit juice market is quite diversified with many small producers and private label producers.

**Top 15 Market Shares of Fruit and Vegetable Juice in Japan by Brand and Company
Retail Value % Breakdown**

Brand	Company Name	2007	2008	2009	2010	2011	2012
Yasai Seikatsu	Kagome Co Ltd	6.1	7.0	7.5	7.3	7.6	7.5
Minute Maid	Coca-Cola Co, The	5.6	6.3	6.9	6.4	5.9	5.7
Natchan	Suntory Holdings Ltd	4.6	4.9	5.1	5.7	5.4	5.2
Qoo	Coca-Cola Co, The	5.7	6.2	6.4	5.3	4.8	4.7
Bireley's	Asahi Breweries Ltd	-	-	-	-	4.3	4.3
Ichinichi bun no Yasai	Ito En Ltd	1.9	1.9	2.1	2.7	3.5	4.0
Yasai Ichinichi Koreippon	Kagome Co Ltd	1.8	2.0	2.4	2.8	3.4	3.9
Tropicana	PepsiCo Inc	4.2	4.2	4.2	4.1	3.9	3.8
Jujitsu Yasai	Ito En Ltd	3.4	3.7	4.0	3.8	3.8	3.8
Nichirei	Suntory Holdings Ltd	-	-	-	2.4	3.5	3.4
Dydo	Dydo Drinco Inc	3.4	3.3	3.0	3.1	3.1	2.6
Nokyo	Megamilk Snow Brand Co Ltd	-	-	-	-	2.3	2.4
POM	Ehime Inryou Co Ltd	2.2	2.4	2.6	2.6	2.5	2.4
Koiwai	Kirin Holdings Co	2.6	2.8	2.9	2.8	2.2	2.3
Vitamin Fruit	Ito En Ltd	1.6	1.8	2.1	2.0	1.9	1.8

Source: Euromonitor, 2013



Source: Datamonitor, 2011.



▶ NEW PRODUCTS

According to the Mintel Global New Products Database, 260 new fruit and vegetable juice products entered the Japanese market from January 2012 to December 2012. Of these 260 new products, the majority were new varieties or range extensions (171), followed by completely new introductions (32), re-launches (27), products with new packaging (25), and new formulations (5). The most popular package types were cartons (115) and bottles (102). Other packaging types included: Tubs (26), cans (10), flexible stand-up pouches (5), cases (1) and flexible sachets (1).

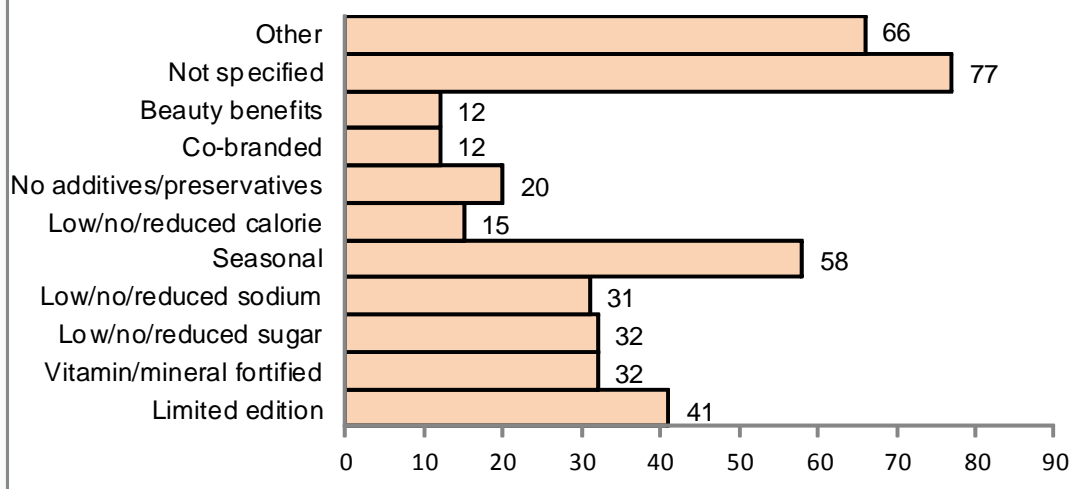
Companies LB, Kirin Beverage, and Asahi Soft Drinks introduced the largest number of new product varieties during this period with 29, 24, and 20 launches, respectively. Brand-wise, Asahi Bireley's, line had the most new launches (12), followed by LB (9) and Kagome Yasai Seikatsu 100 (8).

Top 10 Flavours for New Fruit and Vegetable Juice Product Launches in Japan (2012)

Flavour	Number of Product Launches
Pineapple	13
Vegetable	11
Grapefruit	11
Grape	11
Apple	11
Tomato	10
Orange	10
Vegetable and fruit	9
Peach	9
Citrus	8
Total new products	260

Source: Mintel, 2013

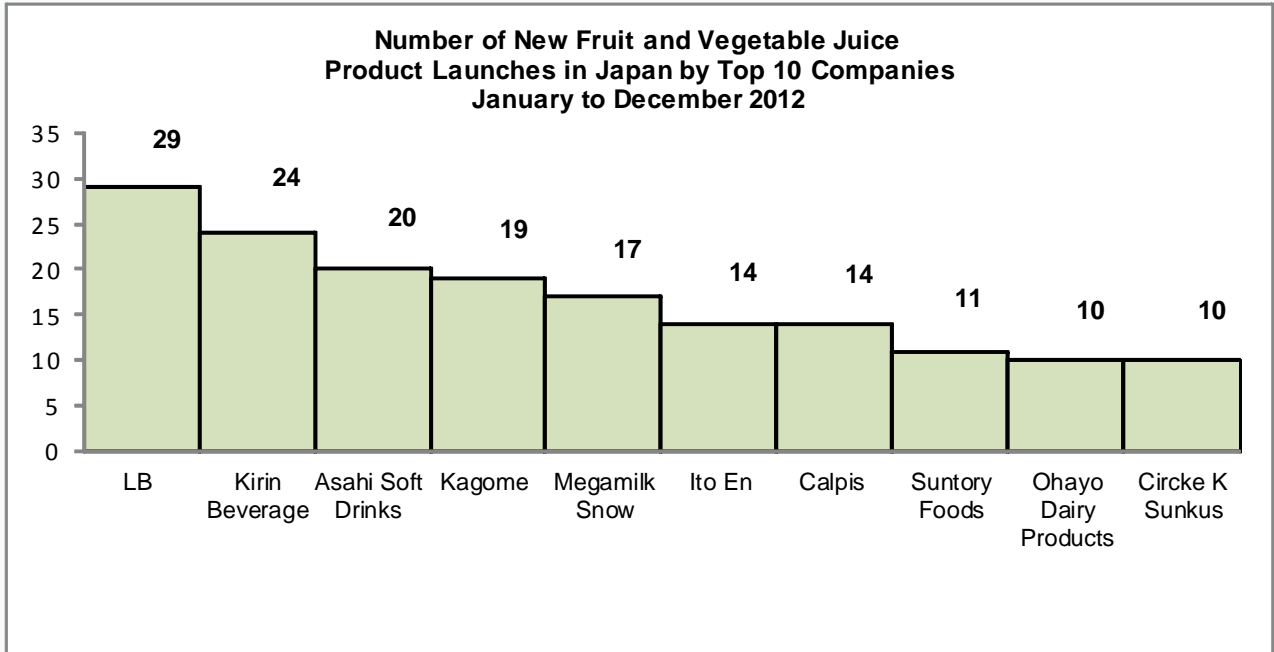
New Fruit and Vegetable Juice Product Launches in Japan by Top Claims (January to December 2012)



Source: Mintel, 2013



▶ **NEW PRODUCTS (continued)**



Source: Mintel, 2013

▶ **NEW PRODUCT EXAMPLES**

Examples of new juice products launched in Japan, taken from the Mintel Global New Products Database:



Super Concentrated Vegetable Jelly

Company: Kagome
Brand: Kagome Yasai Ichinichi Kore Ippon
Country: Japan
Price: US\$2.26
Size: 100 g



Peach Drink

Company: LB
Brand: Asahi Bireley's Chilled Style
Country: Japan
Price: US\$1.61
Size: 1 L



Pineapple and Mango Tropical Mix Juice

Company: Circle K Sunkus
Brand: Cherie Dolce Cafe
Country: Japan
Price: US\$2.43
Size: 200 g

Yuzu & Satsuma Juice Drink

Company: Ito En
Brand: Ito En Wa No Kajitsu
Country: Japan
Price: US\$1.50
Size: 240 g





▶ **TRADE DATA**

**Japanese Import Statistics
Fruit and Vegetable Juice Imports from the World, by Commodity**

Commodity	Description	C\$			% Change 2010-11
		2009	2010	2011	
2009	Total fruit/vegetable juices, not fortified with vitamins/minerals, unfermented, whether or not sweetened, not containing spirits	696,863,169	630,447,872	870,309,407	38.05
200980	Juice of any single fruit/vegetable, whether or not sweetened, unfermented	166,213,733	134,827,903	180,563,850	33.92
200979	Apple juice, not fortified with vitamins, unfermented	130,376,085	99,345,945	154,205,450	55.22
200919	Orange juice, other than frozen, whether or not sweetened	53,547,559	61,125,064	118,091,343	93.2
200911	Orange juice, frozen, whether or not sweetened	88,788,580	85,882,152	117,825,661	37.19
200969	Grape juice, not fortified with vitamins/minerals	103,921,798	102,245,964	114,021,654	11.52
200939	Juice of other single citrus fruit, not fortified with vitamins/minerals	45,990,894	46,385,606	52,383,029	12.93
200929	Grapefruit juice, not fortified with vitamins/minerals	37,200,641	38,483,336	50,895,392	32.25
200990	Mixtures of fruit and/or vegetable juices	17,994,692	16,286,123	27,194,876	66.98
200949	Pineapple juice, not fortified, unfermented	20,593,106	19,601,474	23,538,376	20.08
200931	Juice of one citrus fruit, Brix Value <=20, not fortified with vitamins/minerals	13,041,621	9,841,345	11,992,036	21.85

Source: Global Trade Atlas, 2012



▶ **TRADE DATA (continued)**

**Japanese Import Statistics
Fruit and Vegetable Juice Imports by Major Supplier**

Partner Country	C\$			% Share			% Change 2010-11
	2009	2010	2011	2009	2010	2011	
World	696,863,169	630,447,872	870,309,407	100.00	100.00	100.00	38.05
Brazil	128,167,531	133,184,367	210,572,663	18.39	21.13	24.20	58.11
United States	121,532,181	116,401,136	138,545,845	17.44	18.46	15.92	19.02
China	92,972,647	74,558,441	117,770,531	13.34	11.83	13.53	57.96
Israel	34,533,465	34,912,221	60,897,997	4.96	5.54	7.00	74.43
Argentina	45,561,482	43,607,021	46,391,469	6.54	6.92	5.33	6.39
Australia	36,361,349	26,775,589	40,562,377	5.22	4.25	4.66	51.49
Italy	32,302,570	28,607,183	36,182,358	4.64	4.54	4.16	26.48
Chile	35,517,657	27,873,196	30,831,454	5.10	4.42	3.54	10.61
New Zealand	19,886,671	17,558,659	26,511,353	2.85	2.79	3.05	50.99
South Africa	21,745,237	18,662,379	22,783,362	3.12	2.96	2.62	22.08

Source: Global Trade Atlas, 2012

▶ **KEY SOURCES**

CIA World Factbook. Japan. 2012. Retrieved from:
<https://www.cia.gov/library/publications/the-world-factbook/geos/ja.html>

Euromonitor. Consumer Lifestyles in Japan. 2013.

Euromonitor. Consumer Segmentation. Japan. 2013.

Euromonitor. Fruit/Vegetable Juice in Japan. 2012.

Global Trade Atlas. Japan. 2012.

Mintel Global New Products Database. 2013.

The Government of Canada has prepared this report based on primary and secondary sources of information. Although every effort has been made to ensure that the information is accurate, Agriculture and Agri-Food Canada (AAFC) assumes no liability for any actions taken based on the information contained herein.

Fruit and Vegetable Juices in Japan

© Her Majesty the Queen in Right of Canada,
represented by the Minister of Agriculture and Agri-Food (2013).

ISSN 1920-6615

AAFC No. **11993E**

Photo Credits

All photographs reproduced in this publication are used by permission of the rights holders.

All images, unless otherwise noted, are copyright
Her Majesty the Queen in Right of Canada.

For additional copies, to request an alternate format, and for all other inquiries regarding this publication, please contact:

Agriculture and Agri-Food Canada, Global Analysis Division

1341 Baseline Road, Tower 5, 4th floor

Ottawa, ON

Canada K1A 0C5

E-mail: infoservice@agr.gc.ca

Aussi disponible en français sous le titre :

Jus de fruits et de légumes au Japon

Reproduction or redistribution of this document, in whole or in part, must include acknowledgement of Agriculture and Agri-Food Canada as the owner of the copyright in the document, through a reference citing AAFC, the title of the document and the year. Where the reproduction or redistribution includes data from this document, it must also include an acknowledgement of the specific data source(s), as noted in this document.

Agriculture and Agri-Food Canada provides this document and other report services to agriculture and food industry clients free of charge.

Canada 