



Food Industry in Japan

Food Expo 2019

Athene, Greece

Koh Matsumoto
Aohata Corporation
A kewpie Company
Tokyo, Japan



Introduction of our company

Overview of Aohata Corp.



Kewpie-Aohata Group



US\$ 6 Billion a year

15,000 employees

Over 32 affiliated Companies (Unified Tax)
through out Asia

Both Aohata and Kewpie are publicly traded at
Tokyo Stock Exchange, along with other Kewpie
Companies.

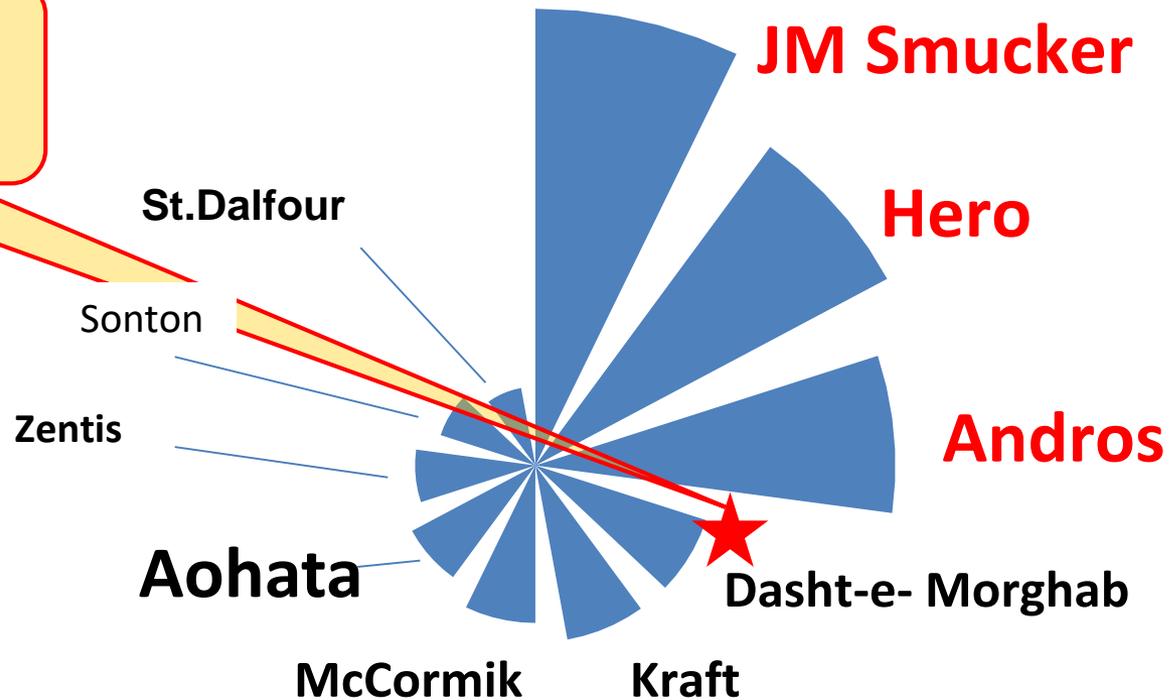
Aohata Corporation is *the Fruit Solution Company* in Kewpie-Aohata Group

Aohata Corporation 70th Anniversary in Dec. 2018

Kewpie Corporation 100th Anniversary in Nov. 2019

Jam Manufactures in the World

**Aohata and
Kewpie
combined**



:Euromonitor2013)

1. JM Smucker (Smucker's、Knott's Berry Farm)	493	6. McCormik (McCormik)	170
2. Hero (Schwartau、Hero)	425	7. Aohata /Blue Flag	149
3. Andros (Bonne Maman、Andros)	383	8. Zentis (Zentis)	128
4. Dasht-e- Morghab (Yek o Yek)	191	9. Sonton	106
5. Kraft Foods (Kraft)	191	10. St.Dalfour (St.Dalfour)	85

※一部、ジャム以外の売上高が含まれている企業もある

Japan

Country Overview

		Greece	Japan	
Territory	000KM2	132	378	
Population	000	10,810	127,000	2015 IMF
Capital		Athene	Tokyo	
population	000	3,000	93,000	





Tokyo

Japan's capital city, Tokyo (population 13.8 million), forms the core of an urban area that boasts a total population of over 36 million, roughly equivalent to the New York and Los Angeles metropolitan areas combined.







HOME / CIVIC / BEST COUNTRIES

The 25 Best Countries in the World

Based on global opinion, these 25 nations are the world's best.



By Stephen Mays, Audience Development Specialist Jan. 23, 2019, at 12:01 a.m.

VIEW ALL IN ONE PAGE

1 of 27 < >

Explore the Best 25 Countries

In an assessment of all that shapes a country, from quality of life to economic potential, these countries performed the best overall in the 2019 Best Country rankings.

The rankings, formed in partnership with BA unit of global marketing communications



Switzerland

#1 in Best Countries Overall
No Change in Rank from 2018

Switzerland, officially called the Swiss Federation, is a small country in Central Europe ... [READ MORE](#)

GDP
\$678.9 billion

POPULATION
8.5 million

GDP PER CAPITA, PPP
\$62,125



Japan

#2 in Best Countries Overall
#5 out of 80 in 2018

Japan, one of the world's most literate and technically advanced nations, is an East Asian ... [READ MORE](#)

GDP
\$4.9 trillion

POPULATION
126.8 million

GDP PER CAPITA, PPP
\$42,942



Canada

#3 in Best Countries Overall
#2 out of 80 in 2018

Canada takes up about two-fifths of the North American continent, making it the second-l ... [READ MORE](#)

GDP
\$1.7 trillion

POPULATION
36.7 million

GDP PER CAPITA, PPP
\$48,390

Forbes 2018
THE WORLD'S MOST REPUTABLE COUNTRIES
Powered by REPUTATION INSTITUTE RepTrak®

The World's Most Reputable Countries 2018 : . .

Rank	Country	RepTrak
1	Sweden	81
2	Finland	81
3	Switzerland	81
4	Norway	81
5	New Zealand	79
6	Australia	79
7	Canada	79
8	Japan	77
9	Denmark	77
10	Netherlands	76
11	Ireland	76



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ECONOMY

1 in 5 workers will be seniors in 2040, Japan predicts

Technology and work reforms needed to keep them in the workforce

Nikkei staff writers

JANUARY 16, 2019 07:00 JST



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JAPAN IMMIGRATION

Foreign workers in Japan double in 5 years, hitting record

Chinese account for largest share, while number of Vietnamese surges

HATSUKI SATO, Nikkei staff writer

JANUARY 25, 2019 22:49 JST



Japan's Membership in International Organizations

Japan belongs to a number of international organizations, including ;

- the United Nations

- G7, G-20

- Organization for Economic Cooperation and Development

- Asia-Pacific Economic Cooperation forum

- ASEAN Regional Forum

- International Monetary Fund

- World Bank

- World Trade Organization.

Japan is also a *Partner for Cooperation with the Organization for Security and Cooperation in Europe* and an observer to *the Organization of American States*.

In 2019, Japan will assume the G-20 presidency and host numerous ministerial meetings as well as the G-20 Leaders' Summit in Japan.

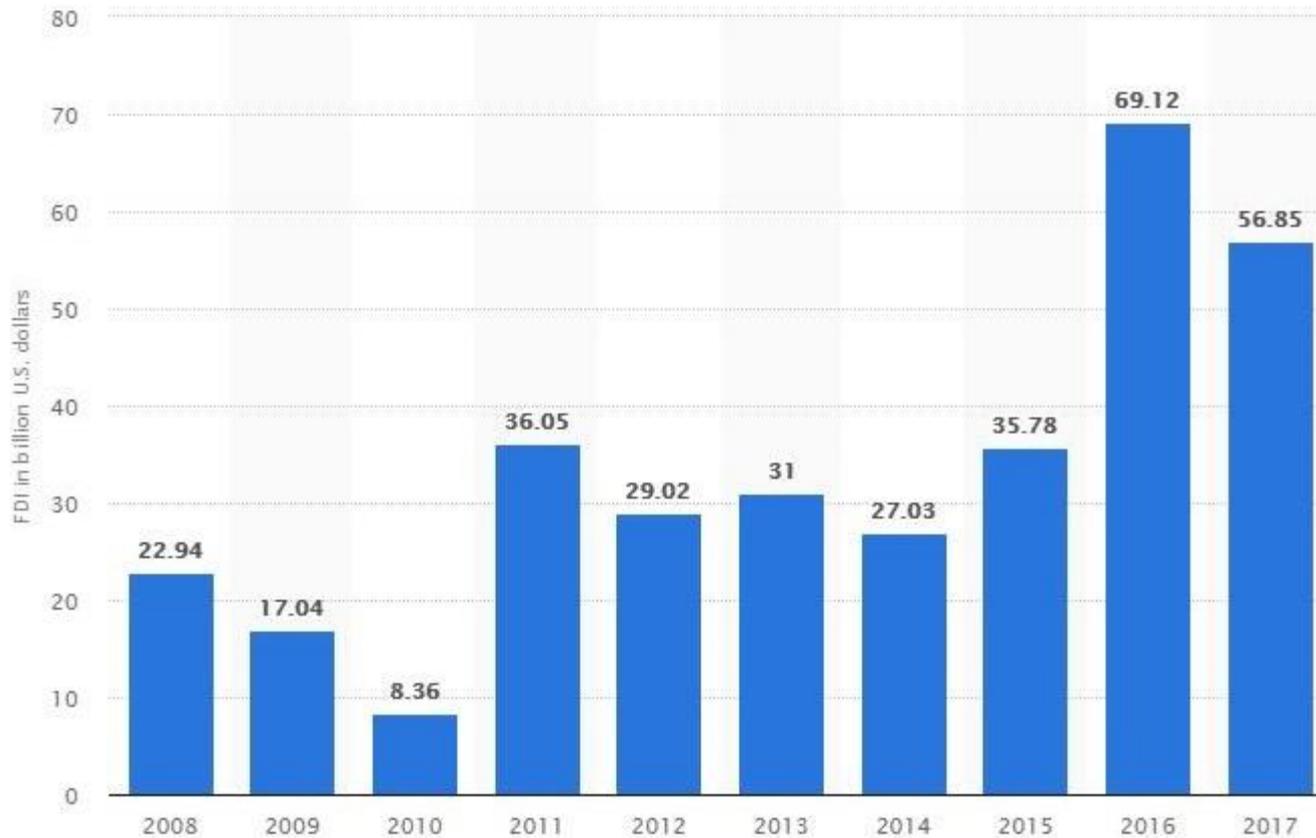
Overview (continued)

- Japan is a country steeped in history and rich in culture, pursuing the cutting edge of technology while it honors its traditions.

a close ally of *the western world* in the defense and security spheres.

- Japan's economy has both a large, middle-class consumer base and a world-renowned manufacturing base.
- Japan is the second largest foreign direct investment (FDI) contributor to the United States. Over the past several years, Japan's flow of FDI into the U.S. has risen each year, with an inflow of over \$34 billion in 2016.
- Japan's FDI to European Union in 2017 was US\$57 Billion, which was more than doubled from US\$23Billion in 2008.

Japan's foreign direct investment (FDI) in the European Union from 2008 to 2017 (in billion U.S. dollars)*



The image that Japanese
importers and consumers have
about Greece

and proposals for improvement



The 10 Best Greek Restaurants in Tokyo - TripAdvisor

<https://www.tripadvisor.com> › Asia › Japan › Kanto › Tokyo Prefecture › Tokyo ▼

Best Greek Restaurants in Tokyo, Tokyo Prefecture: Find TripAdvisor traveler reviews of Tokyo Greek restaurants and search by price, location, and more.

The 10 Best Mediterranean Restaurants in Tokyo - TripAdvisor

<https://www.tripadvisor.com> › Asia › Japan › Kanto › Tokyo Prefecture › Tokyo ▼

Best Mediterranean Restaurants in Tokyo, Tokyo Prefecture: Find TripAdvisor traveler reviews of Tokyo Mediterranean restaurants and search by price, location, ...

Hankering for the grills and thrills of Greek cuisine | The Japan Times

<https://www.japantimes.co.jp/life/2014/09/.../food/hankering-grills-thrills-greek-cuisine/>

Sep 2, 2014 - Perhaps it's this intensity that makes Greek food so hard to find in Japan. Do a quick Internet search and you'll find that even in Tokyo, a city of ...

Best Mediterranean Food in Tokyo! | favy

<https://favy.jp.com> › Tokyo › Mediterranean ▼

Nov 7, 2018 - If you're craving Mediterranean cuisine in Tokyo, here's la creme de la creme! Enjoy!

Looking for Awesome Greek Food? Stop By The Apollo in Ginza! | favy

<https://favy.jp.com> › Tokyo ▼

The food selection in Tokyo is incredibly vast and delicious. You can find any ... in Japan! For Greek food, you should stop by The Apollo for an unforgettable night.

Spyros, Greek Restaurant in Roppongi, Tokyo - EOK.jp

www.eok.jp/restaurants-bars/casual-dining/greek/spyros ▼

Spyros, Greek Restaurant in Roppongi, Tokyo. Spyro's - The one and only authentic Greek Restaurant in town!! After its opening, Spyro's has attracted many ...

Example of Web site of Travel agency in Japan



感動のそばに、いつも。

新規登録・ログイン | 予約確認 | よくある質問・お問い合わせ

電話予約 ☎ | 店舗検索 🏠 | English

国内旅行 | 海外旅行 | 目的から探す旅 | 旅行関連サービス | 法人・組織のお客様

海外ツアー | 海外ダイナミックパッケージ | 海外航空券 | 海外ホテル | 現地オプションツアー

JTBホーム > 海外ツアー > ヨーロッパ > ギリシャ

神々の大地「ギリシャ」 海外旅行・ツアー



ギリシャ

憧れのエーゲ海と
古代文明の国

地中海の東部に位置し、バルカン半島とペロポネソス半島からなる本土と、エーゲ海に点在する大小3000もの島々からなります。紀元前3000年頃から文明が繁栄し、後のヨーロッパ文化の礎を築いたとされています。美しい風景の数々や、神話の世界が息づく遺跡を楽しめます。

Example of Web site of Greece Food importer in Japan

国産品種 ワインなど キーワードを入力

[ノスティミア](#) [クレタ島ダイエット](#) [有機農法](#) [ご注文ガイド](#) [法人のお客様](#) [エッセイ](#)

ギリシャ産ワインと食品の専門店「ノスティミア」国内随一の品揃え ～全国配送対応～

[Cart](#) | [Login](#) | [Contact](#)



Greek Natural Food + Wine



ヨーグルト
YOGURT



チーズ
CHEESE



ワイン
WINE



オリーブ
OLIVES



オリーブオイル
OLIVE OIL



ぶどうの葉
VINELEAVES



はちみつ
HONEY



その他
OTHER



セット商品
SET ITEM

[ホーム](#) > [その他](#) >

CATEGORY

カテゴリー



ギリシャヨーグルト
YOGURT

その他

カテゴリー 一覧
オクシメリ | 塩

[おすすめ順](#) | [価格順](#) | [新着順](#)

Example of Web site of e-Commerce company in Japan

Rakuten ギリシャ

初めての買い物で **1,000円OFF** クーポンプレゼント **今すぐクリック!**

すべてのジャンル > 食品 >

ジャンル: 「ギリシャ」の検索結果 1~45件 (1,223件)

すべてのジャンル: 食品

調味料
チーズ・乳製品
惣菜
パン・ジャム・シリアル
缶詰
さらに表示

価格: 円 ~ 円

検索

主産国
ブランド
総容量 (ml)

配送 x 海外
送料
送料無料
配達先: 東京
翌日配達 (あす楽)
指定しない

レビュー
★★★★★ 4.5 ~

お返しセット 岩手から直洋1選用プレミアム (加糖...)
2,000円 +送料864円
20ポイント(1倍)

ギリシャ・カラマツブロッコチーリー (種菜肉) 【賞味...】
918円 +送料1,080円
9ポイント(1倍)
プレミアム
ハイ食材室

【ポイント20倍】 【ギリシャ】
オリーブオイル 400g
2,538円 +送料690円
500ポイント(1倍+19倍UP)
3日配達
プレミアム
4 (1件)
3日配達
オリーブオイル専門店 C...
世界のお土産通販【ギフト...】

イリアダ アロマティックEXV
オリーブオイル 400g
1,512円 +送料648円
15ポイント(1倍)
3日配達
プレミアム
オリーブオイル専門店 C...
世界のお土産通販【ギフト...】

【ポイント20倍】 【ギリシャ】
オリーブオイル 400g
2,639円 +送料690円
520ポイント(1倍+19倍UP)
3日配達
世界のお土産通販【ギフト...】

成城石井 ギリシャ産有機エク
オリーブオイル 400g
1,178円 +送料648円
11ポイント(1倍)
成城石井 楽天市場店
世界のお土産通販【ギフト...】

YANNI'S OLIVE ギリシャ
産・YANNI'S FAMILY・T...
3,801円
+送料1,080円
38ポイント(1倍)
プレミアム
特別
ハイ食材室

テーブルマークムサカ(茄子
少ポットの揚げ焼き)1袋...
1,977円 +送料690円
19ポイント(1倍)
★★★★★ 1 (1件)
業務用食材 食彩ネット...
日本ギリシャヨーグルト
最安ショップを見る

【1kg×3個セット】 チーズの
よろめ(種菜肉)1袋(お肉...
3,348円 +送料918円
33ポイント(1倍)
★★★★★ 5 (4件)
最安ショップを見る

パピ(スグローブ)ギリシャ産
オリーブオイル 400g
1,178円 +送料648円
11ポイント(1倍)
成城石井 楽天市場店
世界のお土産通販【ギフト...】

有機 オリーブ粒【グリーン】
250g (賞味145日...)
1,178円 +送料648円
11ポイント(1倍)
成城石井 楽天市場店
世界のお土産通販【ギフト...】

【在庫限り】 【COSTCO】 コ
ストコ ギリシャ産
オリーブオイル 400g
1,178円 +送料648円
11ポイント(1倍)
成城石井 楽天市場店
世界のお土産通販【ギフト...】

未経験のヨーグルト感覚!!
用 ギリシャヨーグルト
400g
800円 +送料864円

《クール便》ギリシャオーガ
ニックヨーグルト 400g
1,211円 +送料860円

Trader Joe's 【トレーダージ
ョー】 ギリシャヨーグルト
400g
1,980円 +送料800円

EasiYo (イーヨー) グ
reek YOGURT
400g
1,836円 送料無料

★ほろれん草&フエタチーズ
のギリシャヨーグルト(種菜肉...
340円 +送料970円

イリアダ ギリシャ カラマ
ツブロッコチーリー (種菜肉) 180g
429円 +送料864円

すべて表示

g-105.jpg | アテナ・ロス (1).docx

Amazon Japan Greek Olive Oil

amazon.co.jp

お届け先 郵便番号 176-0001
Amazonポイント: 残高を確認
JP 猫の日セール
クーポンで 30%OFF
アカウント&リスト
注文履歴
カート

食品・飲料・お酒
Amazonランキング
新着商品
食品
お米・麺・パン・シリアル
スイーツ
ドリンク
お酒
Nipponストア
便利・おトク

検索結果 57 のうち 1-24件
食品・飲料・お酒
調味料
食用油
ドレッシング
食用油
オリーブオイル
ギリシャ

並べ替え: アマゾンおすすめ商品

カテゴリ

- 食品・飲料・お酒
- 調味料・食用油・ドレッシング
- 食用油
- オリーブオイル

絞り込み

容量

- 200-299ml
- 500-599ml
- 600-699ml
- 1-1.4L
- 2L以上

原産国

- すべての原産国
- ギリシャ

配送オプション (詳細)

- prime
- 通常配送料無料 (条件あり)

配達日

- 本日中にお届け
- 明日お届け

購入オプション

- Amazon定期おトク便

ブランド

- フシコス
- そらみつ

	<p>トザパラス 飲む オリーブオイル エキストラバージン 酸度 0.2% ギリシャ産 250ml</p> <p>トザパラス</p> <p>¥ 1,501 Amazon定期おトク便</p> <p>定期おトク便でお届け</p> <p>¥ 1,580 prime</p> <p>明日中にお届け</p> <p>カートに追加</p> <p>通常配送無料</p> <p>★★★★☆ 40</p>		<p>ギリシャ クレタ 島産 コロネイキ 種 EXV エキストラバージン オリーブ オイル ラチマス 1000 ml CRETA CRETE Latzimas M018 クレタ</p> <p>¥ 1,916 prime</p> <p>明日中にお届け</p> <p>残り8点。注文はお早めに。</p> <p>カートに追加</p> <p>通常配送無料</p> <p>★★★★☆ 7</p>		<p>イリアダ オーガニックオリーブオイル 458g</p> <p>書日商会</p> <p>¥ 1,402 prime</p> <p>明日中にお届け</p> <p>残り6点。注文はお早めに。</p> <p>カートに追加</p> <p>通常配送無料</p> <p>★★★★☆ 4</p>		<p>そらみつ EXオリーブオイル ポーションパック 8g×50P</p> <p>そらみつ</p> <p>¥ 1,479 (¥ 30/個) Amazon定期おトク便</p> <p>定期おトク便でお届け</p> <p>¥ 1,643 (¥ 33/個) prime</p> <p>明日中にお届け</p> <p>カートに追加</p> <p>通常配送無料</p> <p>★★★★☆ 27</p>		<p>コロネイキ EXVオリーブオイル 500ml ラデリア</p> <p>¥ 1,512 prime</p> <p>明日中にお届け</p> <p>カートに追加</p> <p>通常配送無料</p> <p>★★★★☆ 2</p>		<p>そらみつ エライアグリーン エキストラバージンオリーブオイル 750ml(687g) そらみつ</p> <p>¥ 1,827 ¥2,863 prime</p> <p>明日中にお届け</p> <p>カートに追加</p> <p>通常配送無料</p> <p>★★★★☆ 21</p>
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Retail Items in Japan Greek yogurts



まずは、始めてみませんか？

ギリシャワイン。

ギリシャの固有品種 赤と白のワインをセットにしました。

送料無料の特別価格 通常価格 ¥4,644円 → **¥3,780円** (税込)

※割引額は離島を除く通常配送の場合



Eating habits & lifestyle of the Japanese consumers





Japanese cuisine offers an abundance of gastronomical delights with a boundless variety of regional and seasonal dishes as well as international cuisine.





Popular Foods In Japan

- Sushi & Sashimi
- Ramen
- Tempura
- Curry Rice
- Yakitori





Yoshoku refers to the dishes prepared with Western-style ingredients and cooking.

Ever since the Meiji era, Western food has been imported to Japan and Japanese have become exposed to different kinds of Western cuisine. In the process, many Western dishes have been adapted to suit the Japanese palate and Japanese culture. Both types usually go well **with rice, the staple of Japanese cuisine.**

While Western dishes are famous for appearing on restaurant menus (including low-cost family-style restaurants), they are also frequently prepared **at home.**

“Western” food has been completely **assimilated into Japanese culture.**

31+ American Restaurant Franchises in Japan(Aug 24, 2012)

- *Burgers, Pizza and Fast Food*

Burger King. KFC. Kua'Aina. McDonald's. ...

California Pizza Kitchen. Domino's Pizza. Pizza Hut. Shakey's Pizza.

- *Sit-Down Restaurants and Diners*

Bubba Gump Shrimp Co. Denny's. El Torito. Grand Central Oyster Bar. ...

- *Snacks, Sweets, and Drinks*

Anna Miller's Pies. Krispy Kreme. Baskin Robbins: 31 Flavors.

- *Tens of thousand Independent “Western Foods” Restaurants*

Japan

Market Overview

Trends and opportunities in the Japanese market

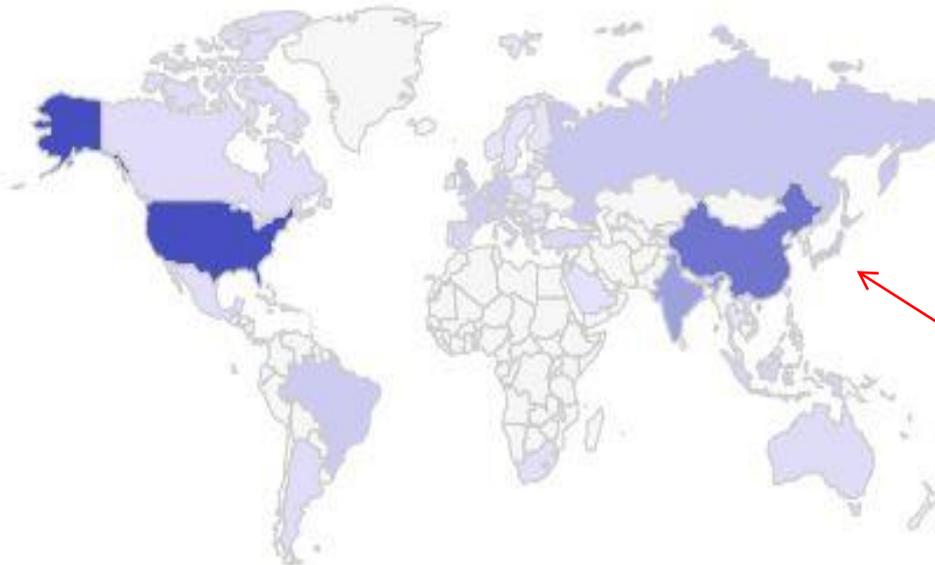


Food & Beverages in Japan

Revenue in the Food market of Japan amounts to US\$145,409m in 2019. The market is expected to grow annually by 0.4% (CAGR 2019-2023). *CAGR -- Compound Annual Growth Rate

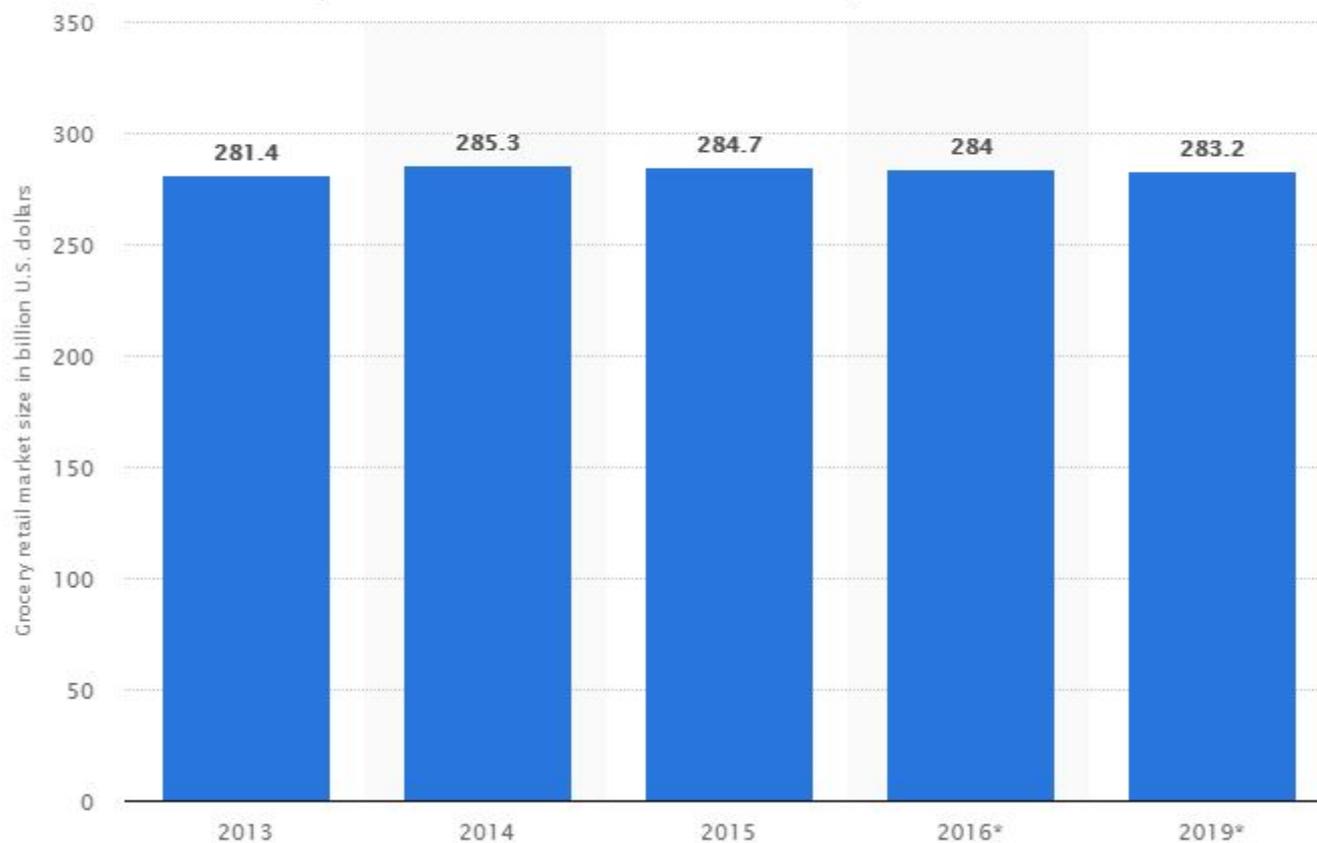
The Japanese market's largest segment is the segment of Bread & Bakery Products with a market volume of US\$22,839m in 2019.

2019 Estimated Revenue/Foods



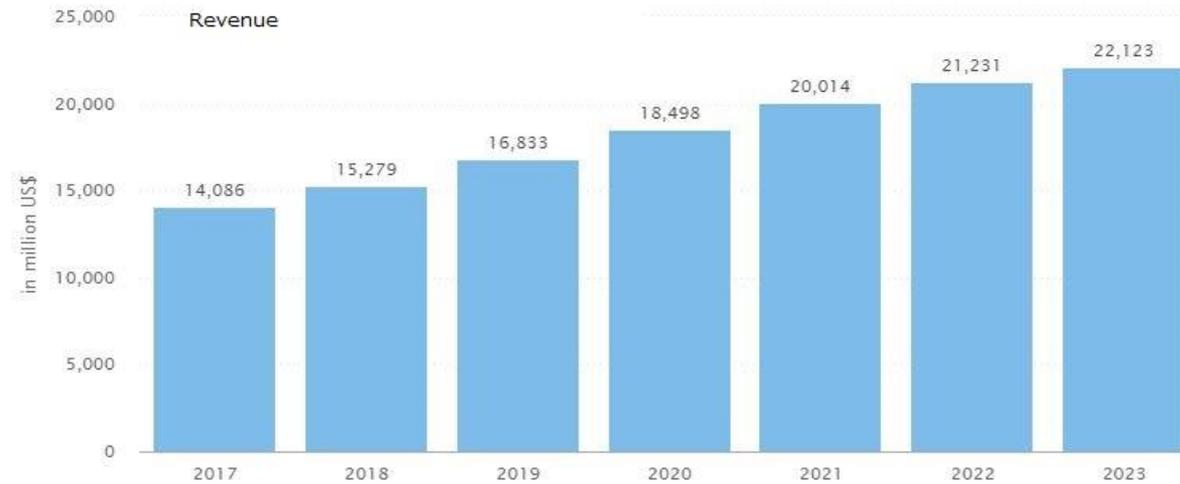
Top 5	
 United States	US\$674,303m
 China	US\$502,331m
 India	US\$315,407m
 Japan	US\$145,409m
 Russia	US\$139,039m

Grocery retail market size in Japan from 2013 to 2019 (in billion U.S. dollars)

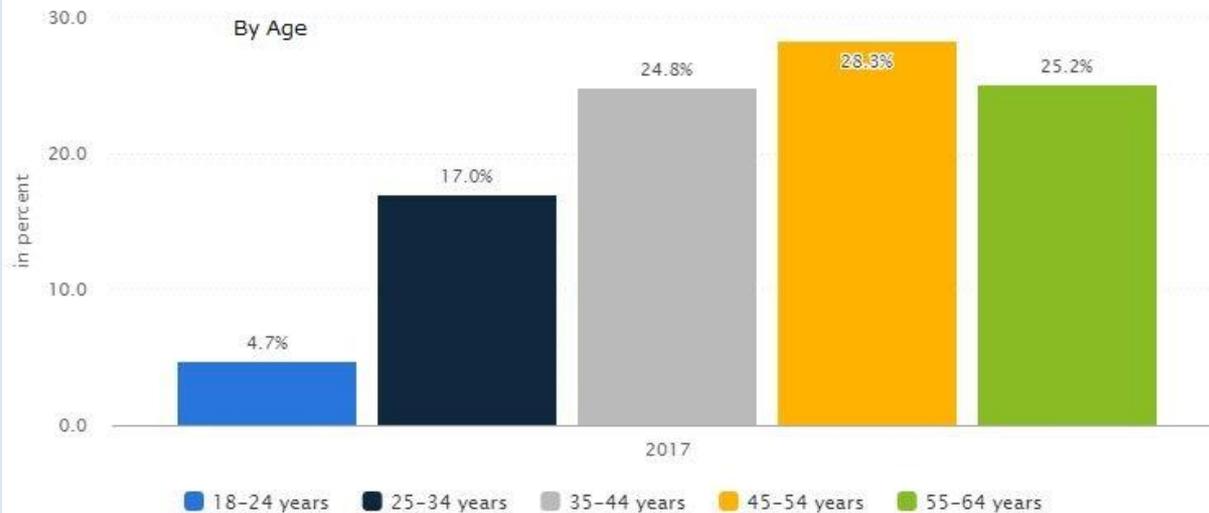


*General merchandise included.

Food & Beverages in Japan (continued)



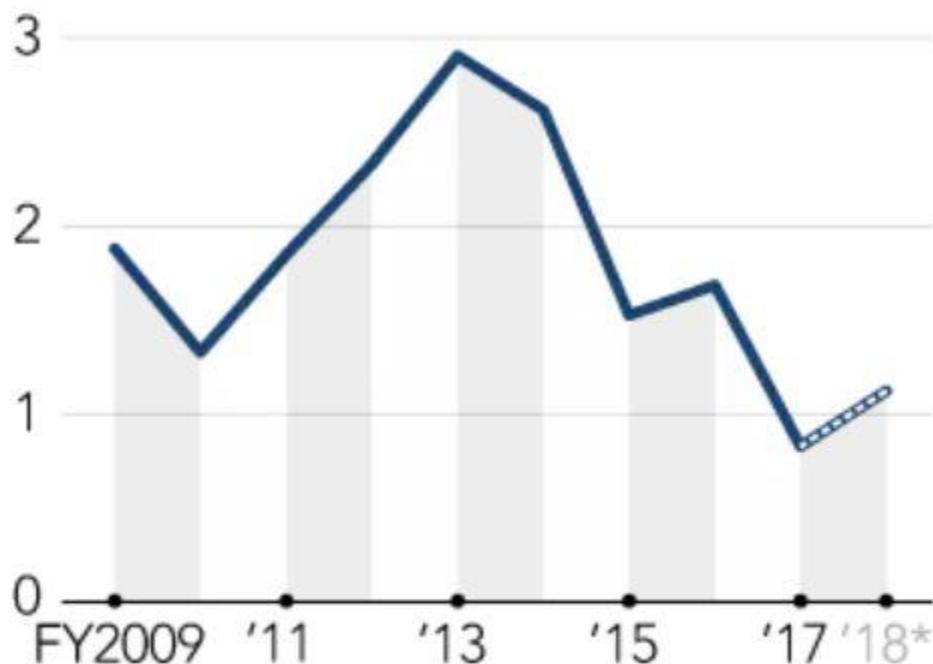
Source: Statista, October 2018



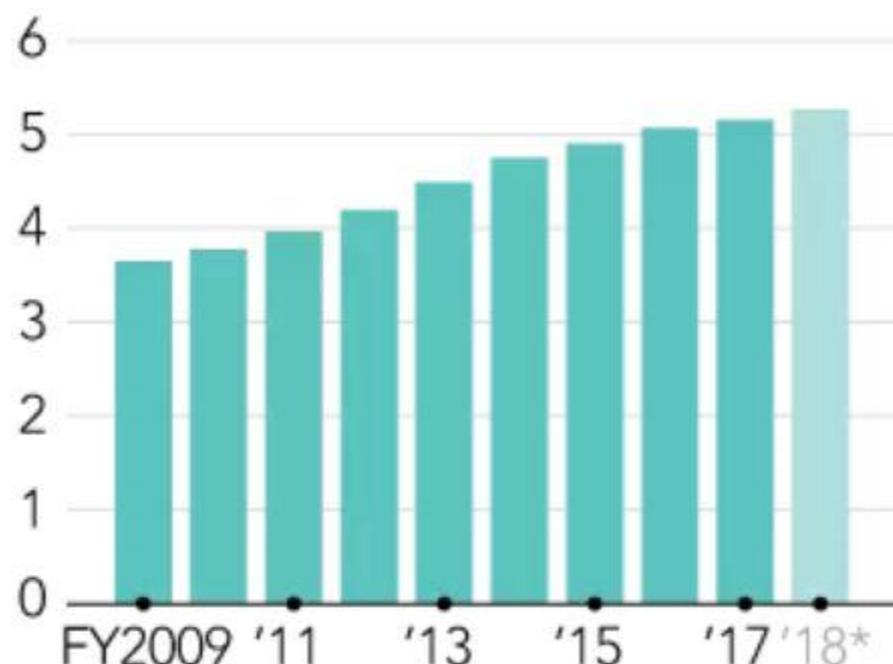
Source: Statista Global Consumer Survey, July 2018

NIKKEI ASIAN REVIEW

Net increase
(in thousands of stores)



Combined number of stores at end of fiscal year (in tens of thousands of stores)



Fiscal year ends in March; data for fiscal 2015 and before include rebranded Circle K Sunkus *Forecast

Convenience Stores

More than 50,000 convenience stores can be found across Japan, such as Seven Eleven, Family Mart and Lawson. Most convenience stores are open 24 hours a day and 7 days a week.

Goods offered

Convenience stores primarily sell foods including a large range of meals, snacks, alcoholic beverages including beer, sake and wine. body care products, cosmetics, batteries, blank CDs, umbrellas, newspapers, magazines.

Services offered

Multi-purpose terminals: Tickets for sport events, concerts, theme parks, highway buses and other travel services can be purchased at the multi-purpose terminal which often also serve as copy machine and fax.

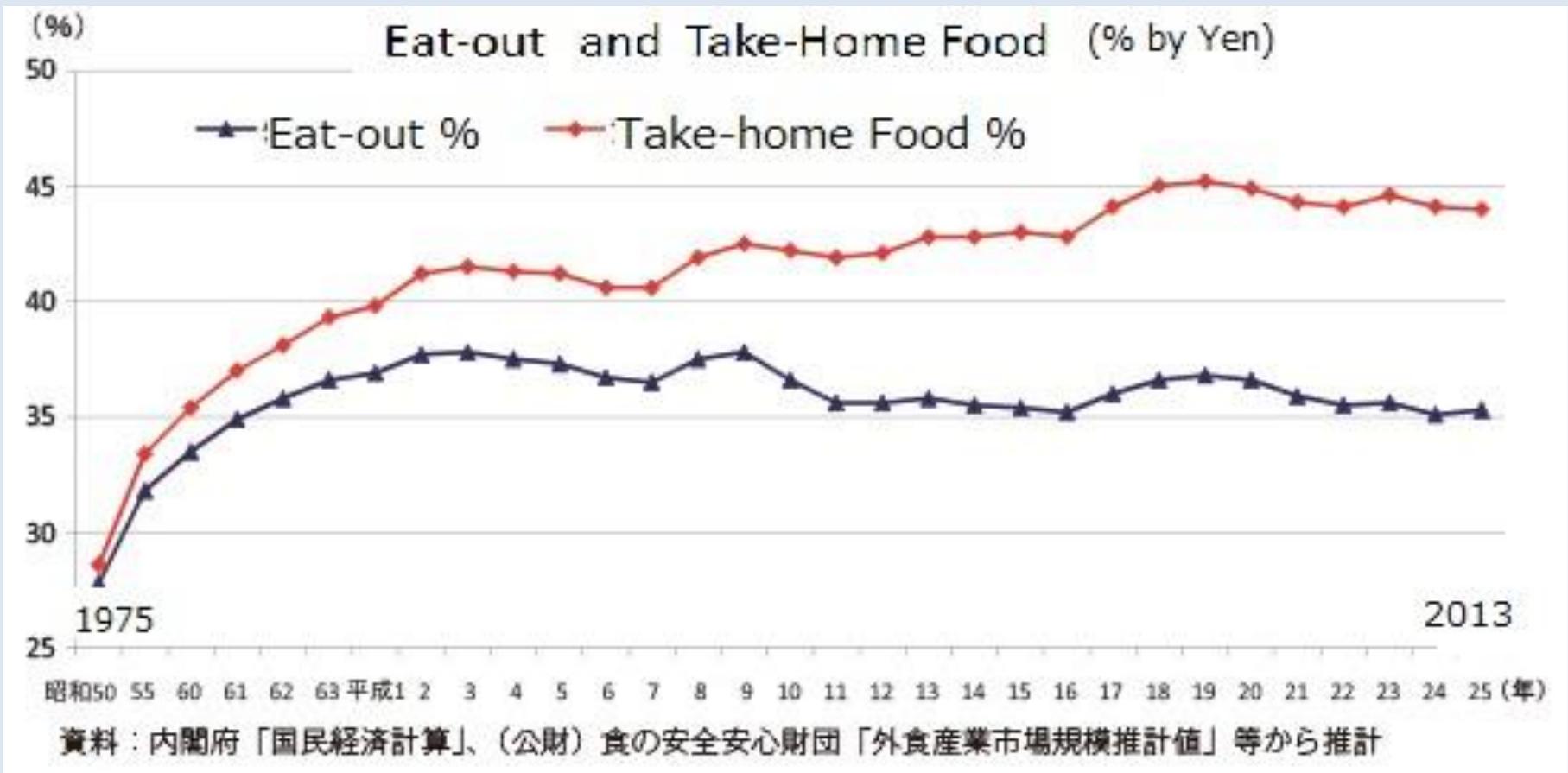
ATM: Foreign credit and debit cards are accepted by ATMs at an increasing number of convenience stores.

Bill Payment: Many bills, including utility, cell phone and insurance bills, can be paid at convenience stores.

Delivery Services: At many stores, it is possible to drop off or pick up deliveries, such as parcels or luggage

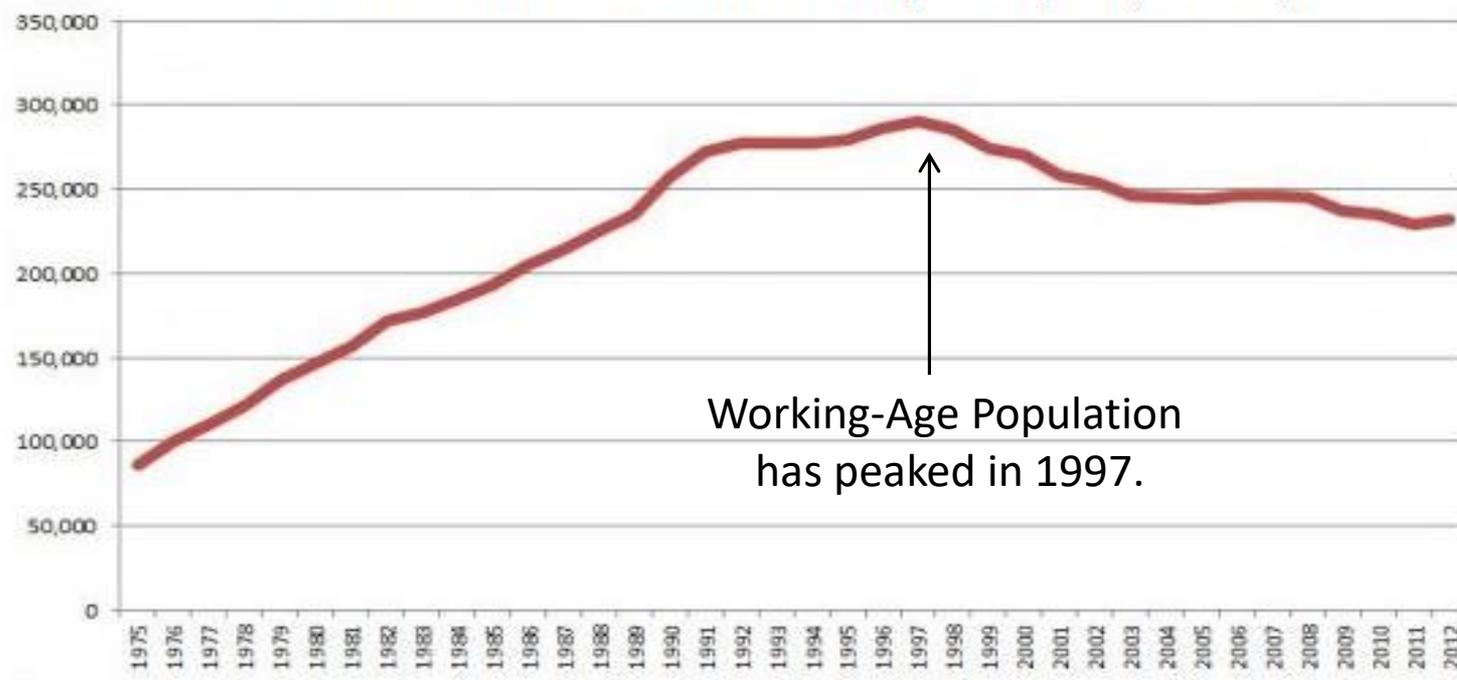
Eat-out vs “Take-home” of side dishes

While Expenditure at Eat-out facilities are stable,
Spending on Take-Home of Ready-to-eat foods are growing
in Japan. (Take-home is defined differently than Take-out)



(000Million Yen)

Size of Food Service Industry in Japan (in Yen)



US\$300B
Or 30兆円

Working-Age Population
has peaked in 1997.

(SD : 公益財団法人 食の安全・安心財団)

単位: 億円

商業動態統計月報

Monthly Report on the Current Survey of Commerce

平成30年12月分

December, 2018

経済産業省 大臣官房 調査統計グループ

Research and Statistics Department
Minister's Secretariat
Ministry of Economy, Trade and Industry

Many official statistics are available.

Census of Commerce

Compilation of Statistics by Sales Form
(Retail Trade)



JAPAN

Statistics at METI

Web site of Ministry of Economy, Trade and Industry



Results of the Regional Economic and Industrial Research (April-June 2017)

The Ministry of Economy, Trade and Industry (METI) has compiled the results of the regional economic and industrial research that the regional Bureaus of Economy, Trade and Industry conduct on a quarterly basis to identify regional economic trends, and METI hereby releases the results.

[Highlights of the results]

The assessment of the national economic situation remains the same as that in the previous quarter. It is "improving moderately." Compared to the previous quarter, the assessment of regional economic conditions has been revised upward in the Tokai and Kyushu regions, remained the same in the Hokkaido, Tohoku, Kanto, Hokuriku, Kinki, Shikoku and Okinawa regions, and revised downward in the Chugoku region.

1. Regional Economic and Industrial Research

The regional Bureaus of Economy, Trade and Industry survey enterprises in their service areas using interviews and other survey techniques on a quarterly basis for the purpose of identifying economic trends in the regions, such as those related to business conditions, production, and investment in facilities, and they collect and analyze the survey results.

Information

- Minister's Statements
- News Releases -
- [> Back Issues](#)
- Publications

Distribution channels in Japan



Ways to Enter the Market

- Selling to a dedicated Distributor
- eCommerce
- Direct exporting
- Partnering, Joint Ventures
- Piggybacking, Turnkey projects, Licensing, Franchising
- Buying a company

Japan – eCommerce

- Japan is the third largest—and one of the fastest growing—eCommerce markets in the world.
- The growth rate has become stable over the past few years, with annual growth estimated at 9.1% in 2017.
- With Internet penetration estimated at 93.3% of the population, Japan represents a significant market opportunity.
- According to the Ecommerce Foundation’s Japan 2017 report, the E-GDP was forecasted to rise 1.59% in 2017, with 74% of the online population shopping online.
- Japan’s developed economy, highly urban population, and single language make the market attractive to online retailers.
- Highly developed distribution infrastructure and small country size make delivery easy and convenient.
- Market growth is expected to be steady for the foreseeable future.

Current Market Trends - eCommerce

Aiming to investigate the breakdown of the total expenditure, the Ministry of Economy, Trade, and Industry (METI) divided the ecommerce expenses into three categories; A) sales of goods, B) service, and C) digital.

A)- **Sales of goods** account for 52.1% of the total e-commerce expenditure. In this category, clothing items hold the first place. Food and beverage sales are continuing to grow steadily, as well.

B)- **Service** accounts for 35.4% of the total e-commerce expenditure. The most popular trend in this section involves travel. Travel service has grown 11.0% from 2016. These include the online booking service. - **Food and beverage Service was fourth and has a high potential. These can be seen from the online reservation and rating system.**

C)- **Digital** accounts for 11.7% of the total ecommerce expenditure. The most popular trend was online gaming. E-books were the second highest digital ecommerce expenditure.

- One notable trend is that although a large percentage of purchases are conducted online, only 12% of Japanese shoppers purchased **from abroad** in 2015.

Distribution channels in Japan: Challenges and opportunities for the Japanese market entry

Author(s):

Hokey Min (Department of Marketing and Transportation, College of Business, Auburn University, Auburn, Alabama, USA)

Abstract:

Uncovers the facts and fallacies of the Japanese distribution channel and presents proactive distribution strategies with their managerial benefits, for the successful penetration of the Japanese market. Frustrated US policy makers and business representatives have been crying “foul” for years over the difficulties in penetrating the Japanese market. They believe that a web of formal and informal Japanese trade barriers prevent US companies from getting a fair chance to sell their products in Japan. **The Japanese distribution channel is often symbolic of such barriers.** In general, it is characterized as closed and complex with multiple layers of middlemen leading to a large number of small-scale “mom-and-pop” retail stores. Due to its non-conventional structure, the Japanese distribution channel often **has been misunderstood by many Westerners** and subsequently such misunderstanding has led to unnecessary trade disputes with the Japanese government.

How Japan's Distribution System Works for You

•••

BY LAUREL DELANEY

Updated October 08, 2018

Many Americans believe that the Japanese food industry's distribution system is a deliberate barrier to foreign goods. It isn't -- it arises from the way the Japanese prefer to do business domestically. If anything, it offers significant benefits to exporters who take the time to learn its workings and plot their marketing strategies accordingly.

Japan boasts the world's second largest retail market, with a value exceeding U.S. \$1,124 billion (2007). The system is made up entirely of wholesalers and retailers -- about 335,000 of the former and 1,138,000 of the latter (2007). **Japan's wholesalers have more influence than in any other country.** All those wholesalers are needed to service the enormous number of retailers. Japan's present population is approximately 127 million. If you divide that figure by the number of retailers, it works out to about **one retail store for every 112 people.**

How Japan's Distribution System Works for You (continued)

1) Efficient and Low-cost Delivery

Wholesalers usually deal with many manufacturers and importers. Therefore, a manufacturer or importer need only make a few direct shipments to its wholesalers to distribute its products, in contrast with the frequent direct shipments required by wholesalers in the U.S. Since distribution costs are dispersed among many manufacturers and importers, the burden on each is reduced.

2) Constructive Division of Labor

In the U.S., our wholesalers have to make many deliveries to hundreds of retailers all across the country. In Japan, the manufacturer or importer need only deal with a few wholesalers to get its products marketed and delivered to a vast number of retailers throughout Japan. Retailers also have an easier time of it, since they only have to place orders with one or two wholesalers. Better yet, each wholesaler will send a sales rep around two to three times a week to recommend products and take orders.

3) Close Monitoring of Economic Activity

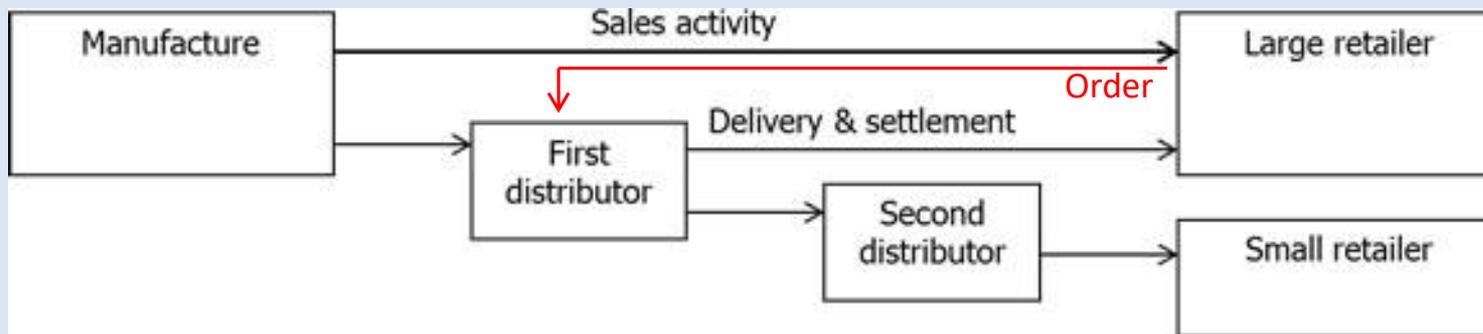
It's hard to monitor consumer tastes and demands from thousands of miles away. An appointment with a reputable wholesaler can get you entry into the market, credibility with the local players, and appropriate distribution of your product. A good wholesaler will not take on your product if it does not fit the needs of local consumers. Ultimately, only the consumer will tell you whether the wholesaler's instincts were sound -- but **the wholesaler should be keeping close track of what's selling and what isn't**, and adjust product offerings accordingly.

The wholesaler plays a central role in Japan's dense, busy and efficient food distribution network.

Since this network is already in place, take advantage of it -- choose a wholesaler, cultivate a close relationship and make them an integral part of your company's export strategy. They work for Japan's domestic producers, and they'll work for you too.

A schematic of a typical distribution channel in the Japanese consumer industries.

The winner of the game in which manufacturers compete to take a larger share on retailers' shelves is determined by sales activities of the manufacturers, not distributors.



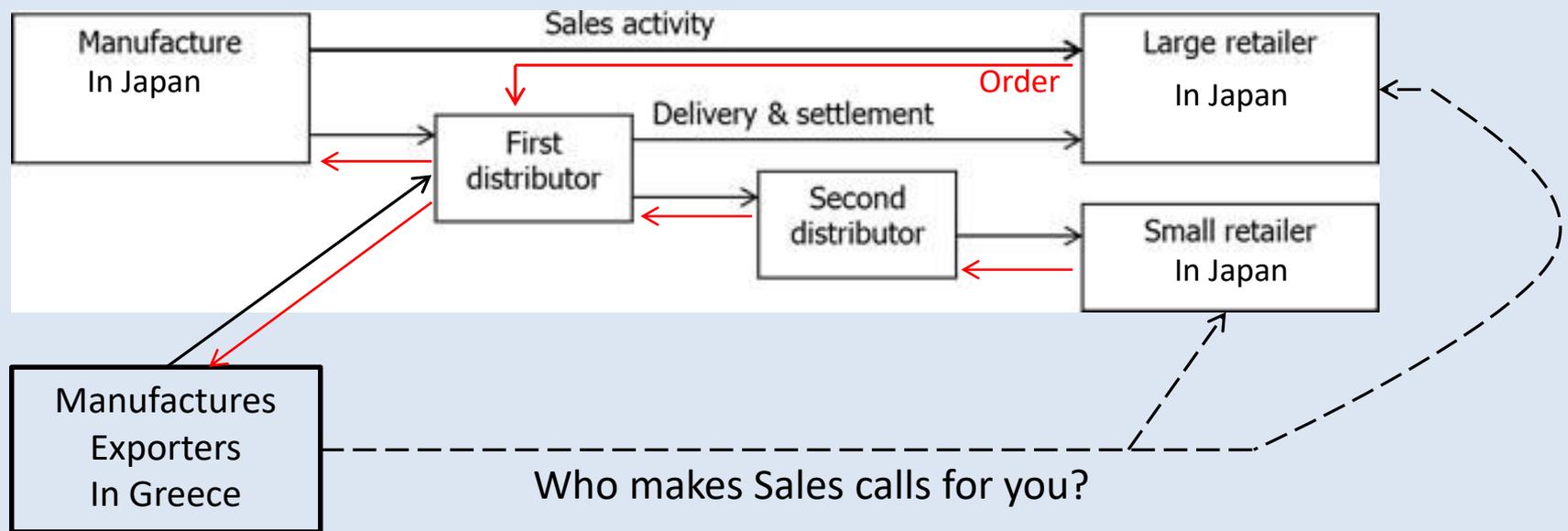
The main functions that distributors are **settlement of accounts and logistics**.

After a basic agreement to adopt new products is reached between manufacturers and retailers, distributors adjust the details of the transactions such as delivery and payment. The reason for this division of labor is thought to be the number of products that distributors sell, which is very large.

The another reason comes from **the geographical characteristics of Japan**; its limited territory and high population density allow manufacturers to have at least several sales offices in major cities. Therefore, they do **not need to rely on distributors for sales**; as a result, distributors have been gradually reducing the number of sales staff.

A schematic of a typical distribution channel in the Japanese consumer industries.

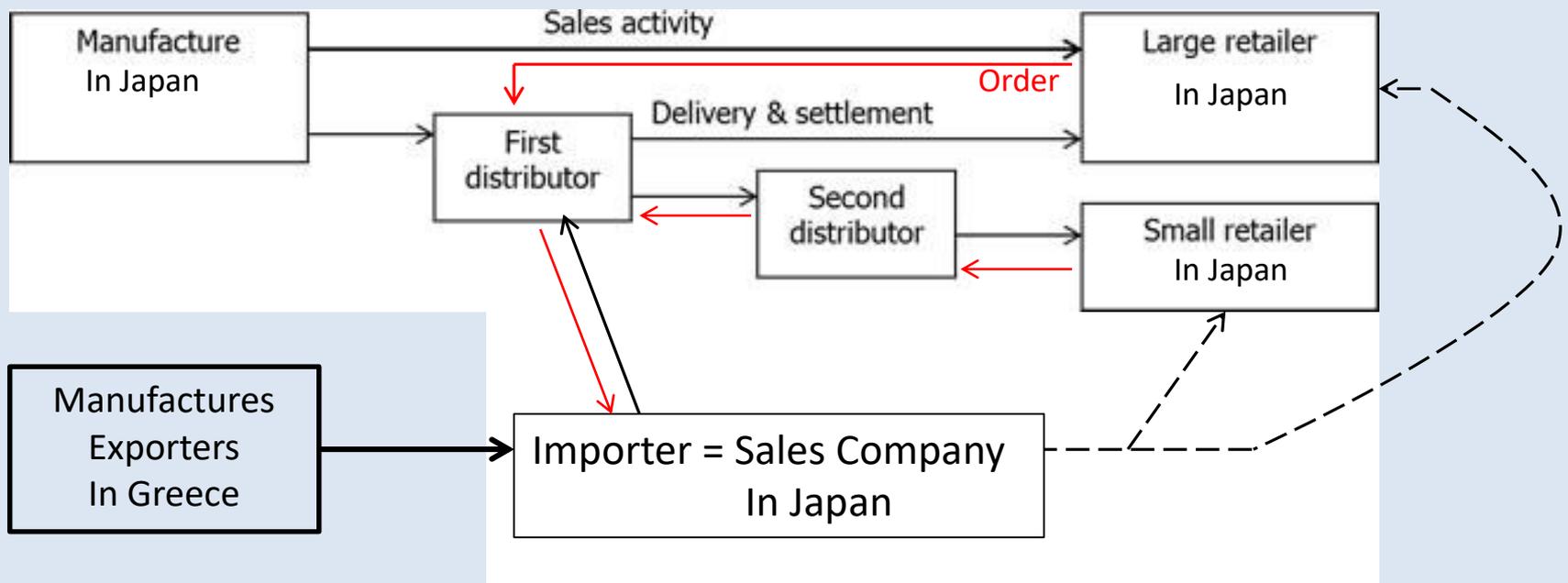
Exporters/producers in Greece ship to 1) Importer in Japan who contacts to Distributors or 2) directly to Distributors



*Small retailer
= High End Store

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Market Challenges

Japanese Business Culture Basics

An appreciation of Japanese business culture and social practices is also useful to establish and maintain business relationships in Japan. Indifference to local business customs conveys the exporter's lack of commitment or international business experience and may lead to misunderstandings, and lost opportunities.

Exporters must take time to understand the demands and expectations of the Japanese consumer, in areas such as product quality, appearance, packaging and display, delivery and after-sales service.

Additional business culture concepts to keep in mind:

- Group decision-making is important in Japan. Reaching consensus may take longer than in Western business culture.
- Japanese companies often take a long-term approach to developing business relationships.
- Business travelers to Japan should bring a large supply of business cards when they come to Japan.

Market Challenges

Tariffs on most imported goods into Japan are relatively low. However, cultural, regulatory, and other non-tariff barriers to market entry continue to exist. The following is a non-exhaustive list of some barriers companies may encounter:

- **Japan-specific standards and testing requirements**
- Import license requirements
- Restricted or prohibited imports
- Temporary entry of goods
- Certifications
- **Labeling requirements**
- Long term local partner/distributor relationship issues and expectations
- High context business relationships and procedures

Market Challenges (continued)

Non-tariff Trade Barriers

While tariffs are generally low, Japan does have some non-tariff barriers that may impact commercial activity by possibly impeding or delaying the importation of foreign products into Japan.

- Standards unique to Japan (formal, informal, de facto, or otherwise);
- A requirement in some sectors or projects for companies to demonstrate prior experience in Japan, effectively shutting out new entrants in the market; e.g. Rejection history list by Japan Custom
- Official regulations that favor domestically-produced products and discriminate against foreign products; e.g.. chemical residue list for imports
- Licensing powers in the hands of industry associations with limited membership, strong market influence, and the ability to control information and operate without oversight;
e.g. XYZ Industry Associations, XYZ Growers Association

Food Additives

Japan's regulation of food additives has restricted imports of several U.S. food products, especially processed foods and alcoholic beverages. Japan is an important market for processed food; U.S. exports of processed foods and alcoholic beverages to Japan were valued at \$2.8 billion in 2017. Certain additives that are widely used in the United States and other markets are not permitted in Japan, including carmine, a natural red food coloring used in a variety of goods, including baked, confectionary, ice cream, and yogurt

Pre- and Post-Harvest Fungicides

Japan classifies fungicides applied pre-harvest as pesticides, and fungicides applied post-harvest as food additives. Japan's requirement that post-harvest fungicides be classified as food additives does not have a significant impact on domestic producers, as Japanese farmers do not generally apply fungicides after harvest. However, it affects U.S. producers in various ways.

Maximum Residue Limits

Japan has historically maintained burdensome application requirements for pesticide maximum residue level (MRL) approvals. The lengthy review process for registration of new pesticides and establishment of MRLs can delay the ability of U.S. growers to use newer and safer crop-protection products on crops to be shipped to Japan.

IMPORT POLICIES

Japan is the fourth-largest single-country market for U.S. agricultural products, with U.S. exports valued at over \$12.0 billion in 2017, despite the existence of substantial market access barriers.

Japan - Web Resources

Japanese Import Standards and Regulations

[Japan External Trade Organization \(JETRO\)](#)

For more information on labeling and marking requirements,
Consumer Affairs Agency

Japan External Trade Organization (JETRO) Guide to Japanese Household Goods Quality Labeling Law

Japan External Trade Organization (JETRO) Handbook for Industrial Products Import Regulations 2009



Reports and Statistics

- [Market Reports](#)
- [Standards and Regulations](#)
- [Japanese Trade and Investment Statistics](#)
- [Survey Reports](#)
- [JETRO White Paper](#)

Market Reports



Food

- "Coffee" (535KB) (March, 2011)
(Français 572KB)
- "Spices and Herbs" (595KB) (March, 2011)
(Français 593KB)
- "Nuts" (496KB) (March, 2011)
(Français 599KB)
- "Dried Fruits" (513KB) (March, 2011)
(Français 582KB)
- "Cereals" (812KB) (March, 2011)
(Français 1.2MB)
- "Vegetables, Fruits, and Processed Products" (1.2MB) (March, 2011)
(Français 1.4MB)
- "Alcoholic Beverages" (750KB) (March, 2011)
(Français 869KB)
- "Soft Drinks" (708KB) (March, 2011)
(Français 698KB)
- "Seafood and Processed Products" (854KB) (March, 2011)
(Français 916KB)
- "Health Foods and Dietary Supplement" (545KB) (March, 2011)
(Français 711KB)

Others

- "Cosmetics" (738KB) (March, 2011)
(Français 845KB)
- "Essential Oils" (586KB) (March, 2011)
(Français 659KB)
- "Interior Goods (Tableware, etc.)" (790KB) (March, 2011)
(Français 848KB)
- "Cut Flowers" (699KB) (March, 2011)
(Français 547KB)
- "Precious Metal and Jewelry" (748KB) (March, 2011)
(Français 1MB)
- "Apparel Products and Materials" (3.6MB) (March, 2011)
(Français 1.2MB)
- "Building Stone and Tiles" (619KB) (March, 2011)
(Français 625KB)

Guidebook for Export to Japan

Guidebook for foreign companies to penetrate the Japanese market, introducing updated market trends, statistics, relevant regulations as well as import procedures of the 17 selected items.

Opportunities for Greek exporters

Japan as a Gate Way to Asia

On July 11, 2018, Japan and the European Union (EU) signed an EPA, taking a step closer to an economic bloc that would account for nearly a third of all global trade. The agreement will remove tariffs on more than 95% of goods traded between Japan and the EU member states.

In March 2018, Japan and ten other countries signed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

*Thank you
for
your attention*



Appendix

Greece and Japan

Timeline and History Overview

BCE

3000 - The Bronze Age begins in Greece.

2500 to 300 - The Jomon Period when the first settlements appeared in Japan.

776 - The first Olympics takes place at Olympia.

508 - Athens develops the first democracy.

432 - The Parthenon is completed in Athens.

100 - Metal tools are made from bronze and iron. The primary religion is Shinto.

CE

393 - The Olympic Games are ended by Roman emperor Theodosius.

1635 - Japan becomes isolated from the world restricting all foreigners except for a few Chinese and Dutch merchants. This period of isolation will last for more than 200 years.

1822 - Greece declares its independence from the Ottoman Empire.

1914 - World War I begins.

1919 - World War I ends

1939 - World War II begins.

1945 - Japan surrenders and World War II comes to an end.

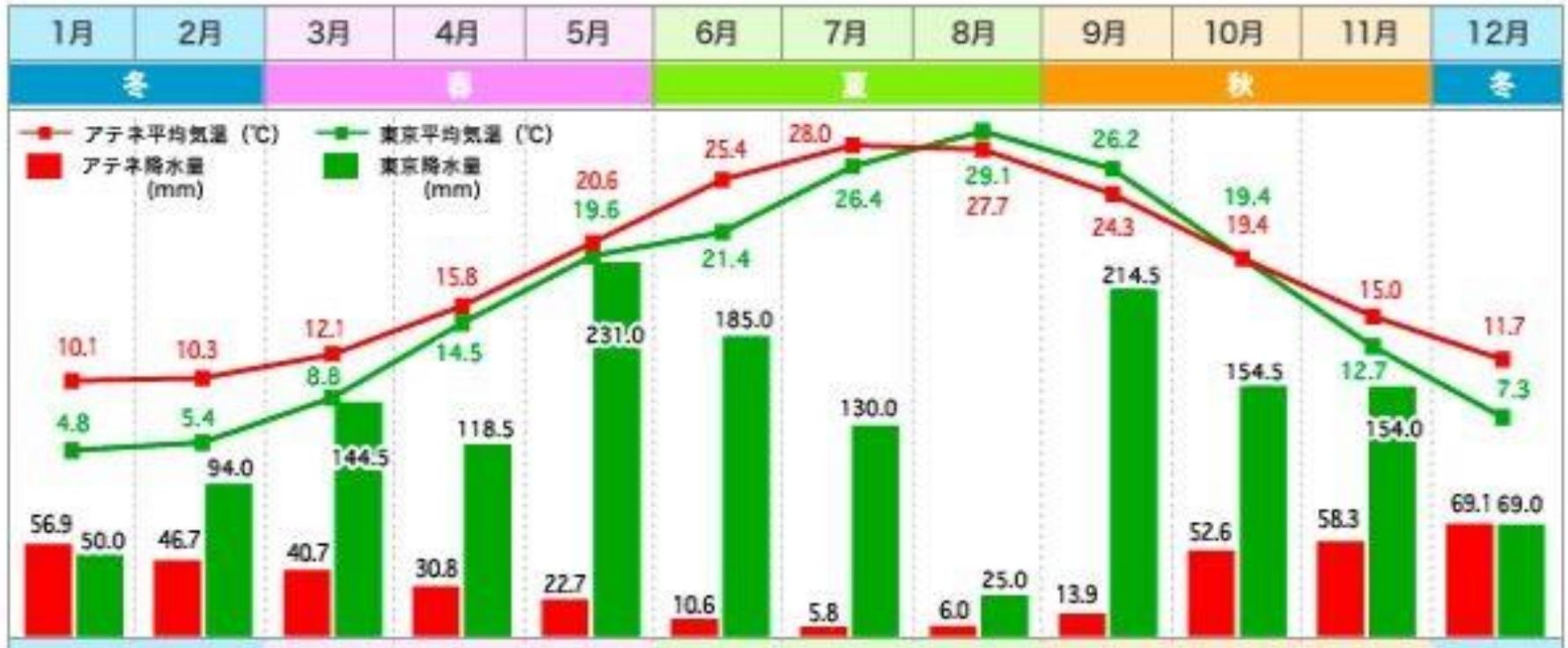
1964 - The summer Olympics are held in Tokyo.

1981 - Greece joins the European Union.

2004 - Athens hosts the Olympic Games.

2020 - Japan hosts the Olympic Games.

Weather pattern in Athene and Tokyo is similar but rainfall in Summer is the critical difference



※アテネの平均気温は理科年表2009年版より、降水量は世界気象機関HPより（1955-1997年の平均）

※東京の平均気温、降水量は気象庁HPより（2012年）

※イベントの時期は例年の目安です。

The Difference Between Hunters and Farmers

By Maddy Osman Aug 22, 2016 Sales

In both sales and marketing, it is important to match the right personality to the right role. Before deciding on final placements within the company, determine the unique set of skills that each individual on your sales team has.

In sales, knowing the distinction between hunter and farmer can greatly impact business. Hunters are salespeople who love to chase new leads and sales. Farmers prefer to get more business out of their existing clients. There will always be debates as to which is better, but it ultimately depends on the type of product or service you're selling.

The Hunters

Hunters are also known as the doers. They get their sales energy through “hunting” new opportunities. Hunters can be described as independent (with a lot of initiative) and solution-driven. They tend to focus on big deals and love going from one to the next as soon as they close their current prospect.

The Farmers

In contrast to the hunters, farmers are more focused on developing long-term relationships. They are the nurturers—building relationships with leads and clients for a lasting impact. They are team players that bring everyone else up and develop strong customer loyalty.

