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Report Highlights:

In 2021, the total value of all retail food and beverage (F&B) sales in Japan totaled \$467.20 billion, a 2.3 percent decrease over 2020 sales of \$478.12 billion. Supermarkets continue to represent the bulk of the retail food market, accounting for 74 percent of the market, with convenience stores, drugstores and internet sales of food and beverages accounting for the rest of the market. As the market continues to transition to a post-COVID-19 environment, retailers and food and beverage manufacturers will have to address inflationary pressures that will likely encompass broad price increases.

Market Fact Sheet: Japan

Executive Summary:

The United States is the largest foreign supplier of food and agricultural products to an importreliant Japan (22 percent of import market share)—the fourth largest market for U.S. agricultural products in 2021 (\$15.6 billion). On January 1, 2020, the U.S.-Japan Trade Agreement (USJTA) entered into force, providing preferential tariff access for many U.S. agricultural products. Japan's food industries are well-developed and innovative in all sectors, including, retail, food service, food processing, and distribution.





Food Processing Industry:

The \$216 billion food processing industry produces a wide variety of foods: traditional Japanese, Western, and health-oriented foods for infants and the elderly. Food processors focus on maintaining market share among traditional product lines while developing creative and innovative food products to attract consumers.

Food Retail Industry:

In 2021, the total value of all retail food and beverage sales was \$467 billion. Supermarkets represent the bulk of the retail food sales at 74 percent and the convenience store sector accounts for approximately 15 percent of sales. Ready-to-eat meals or take-home foods represent an area of growth.

Population:	125,300,000 (Dec. 2021 est.)
GDP:	5.08 trillion (3 rd)
GDP/Capita:	\$40,335

Top Ten Growth Food Products

- 1) Beef and Beef products
- 2) Pork and Pork Products
- 3) Meat Products
- 4) Tree Nuts
- 5) Dairy Products (Cheeses)
- 6) Condiments and Sauces
- 7) Fresh Vegetables
- 8) Eggs & Products
- 9) Beer
- 10) Processed Fruit

Food Industry by Channels (US\$)

Consumer-Oriented Imports\$41 billionFood Processing Industry\$216 billionFood Industry Gross Sales\$789 billion- Retail (2021)\$467 billion

Food Service (2020) \$306 billion

Top Ten Retailers

AEON	Life Co
Seven & I Holdings	H2O Retailing
Yamazaki Baking	Valor Holdings
Pan Pacific International Holdings	USM Holdings
Isetan Mitsukoshi	Izumi

Strength	Weakness
U.S. products are in	The negotiating and
demand and remain	decision-making
trendy.	process can take time.
Opportunity	Challenge
With USJTA, nearly	For products not
90 percent of U.S.	covered in USJTA,
products are duty	many other suppliers
free or receive	enjoy tariff
preferential tariff	concessions through
access.	other FTAs.

Data sources include: Trade Data Monitor, Japan Ministry of Finance, Japan Ministry of Economy, Trade and Industry, Japan Food Service Association, The World Factbook, The World Bank

SECTION I. MARKET SUMMARY

In 2021, the total value of all retail food and beverage (F&B) sales in Japan was \$467.20 billion, a 2.3 percent decrease over 2020 sales of \$478.12 billion. This was largely driven by a stronger dollar versus the Japanese Yen (JPY). Supermarkets represent the bulk of the retail food market, at 74.0 percent, according to data from the Ministry of Trade, Economy and Industry (METI) and the Statistics Bureau of Japan. The F&B retail industry includes supermarkets, department stores, convenience stores, drugstores, and the internet (See Figure 1). General Merchandise Stores (GMS) offer products such as apparel, shoes, sporting goods, bedding, kitchenware, etc., in addition to F&B products. There is no separate or official data source for GMS sales of F&B products.

	202	20	2021	
Category	Billion \$	Share	Billion \$	Share
Supermarket >16,146 sq ft	108.93	22.7%	108.74	23.3%
Supermarket <16,146 sq ft	244.77	51.2%	236.85	50.7%
Convenience Store	69.30	14.5%	67.18	14.4%
Department Store	13.96	2.9%	13.98	3.0%
Drug Store	20.45	4.3%	20.34	4.4%
Internet	20.70	4.3%	NA*	4.3%**
Total Market without GMS	478.12	100.0%	467.20**	100.0%

Figure 1: Food Retail Sales by Category for 2020 and 2021

Source: Ministry of Economy, Trade and Industry, Statistics Bureau of Japan <u>https://www.stat.go.jp/data/joukyou/12.html</u>

* Official estimates for Internet sales were not available for 2021.

** Internet market uses the value of 2020, \$20.70 billion.

Note: Because of the fluctuating exchange rates, we provide a table showing the annual average exchange rate of JPY to U.S. Dollar:

Yearly average	2019	2020	2021
JPY per USD	109.008	106.725	109.817*

Source: IRS Yearly Average Currency Exchange Rate

 $\underline{https://www.irs.gov/individuals/international-taxpayers/yearly-average-currency-exchange-rates}$

Supermarkets: In 2021, consumer expenditures at supermarkets decelerated. The transition from a post COVID-19 environment to one of high inflation, started to take root. During the peak period of the pandemic, supermarkets benefited from consumers cooking more frequently at home, with sales increasing from 2019-2020. Despite these increased sales, retailers did not increase prices to recoup

some of the added material and distribution costs resulting from severe supply chain issues brought on by the pandemic. Typically, Japanese retailers are slower than their U.S. counterparts to raise costs, however retailers across Japan may no longer be able to sustain operations without passing some of these higher costs to the consumer. U.S. food and beverage products continue to be prominently displayed at supermarket stores and are frequently sought out by consumers for quality and freshness. Processed fruits, processed vegetables, and tree nut products continue to represent some of the best prospects of U.S. consumer-oriented products. Japanese supermarkets are distinguished by available floor space: stores with less than 16,146 square feet account for the largest share of the sector at nearly 51 percent, while supermarkets with more than 16,146 square feet account for 23.3 percent. U.S. exporters of consumer-oriented products may find opportunities working in this segment.



Figure 1: U.S. Citrus - Oranges & Grapefruit

Figure 2: Packaged Raisins and Prunes

Figure 3: Frozen Vegetables

The Convenience store ("combini"): This segment represents approximately 15 percent of sales. In 2021, sales were flat. The sector is notoriously difficult to enter and even more difficult to maintain shelf space, with high turnover in products and competitive sales space. Convenience stores are constantly inventing ways to appeal to customers of all ages. The working class, referred to as "salary men/women," are targeted throughout the day from morning breakfast items to ready-to eat dinners. In addition, each convenience store creates their own branded products to offer consumers a more unique product selection.



Figure 4: Ready-to-eat Meals & Obento Boxes at convenience stores.

Ready-to-Eat Meal's (REM): Defined as food prepared by an institution outside the home and sold through a retail outlet (usually a Convenience Store) to be taken to a different location (such as the home, office, a bench in the park, etc.) and consumed. REM is a key element of the marketing strategy of most retailers to increase customers and revenue. REM offerings have been increasing in every retail area, including delicatessens in supermarkets, department stores, and convenience stores. Typical among these are *obento* boxes which are popular for school and office lunches. Frozen foods have also gained a large presence in this market. For instance, thaw and serve *bento* are lunches that are bought frozen in the morning and by lunchtime are thawed out and ready to eat.

General Merchandise Stores (GMS): The GMS sector's largest retailers are national chains such as AEON Co., Ltd. and Seven & I, which operates Ito-Yokado. These retailers offer products such as apparel, shoes, sporting goods, bedding, kitchenware, and other goods in addition to F&B products. Regional GMS in western Japan include PPIH, Izumi, Okuwa, and Izumiya. Recently, FAS Japan has observed a shift among GMS companies on its reported sales data is not always made public. When it is, F&B sales are not separated from total sales, making it difficult to put a value on F&B sales within the sector. Based on FAS Japan's contacts, a reasonable estimate is \$24.78 billion.

Drugstores: The utilization rate among consumers to buy food at drug stores ranks third behind supermarkets and department stores. Additionally, the total value increased by 14 percent compared to 2019 so drugstores are one of the growing segments under COVID-19 circumstances.

Internet sales: F&B sales via the internet are growing too, closing in on sales volumes of department stores and drugstores as a result of the increase of users of smartphones. According to one supermarket source, it is increasingly common that customers visit their supermarkets to see, touch and evaluate a product that they may then order on the internet.

Unfortunately for department stores, who were required to close during the state of emergency because they were classified a "luxury shopping" center rather than an "essential business," sales of F&B products also declined. While the food and beverage sales area were permitted to operate, without these key "luxury shopping" center anchors, the volume of customers decreased significantly.

Western Japan Snapshot: Western Japan accounts for nearly 40 percent of Japan's population and around one-third of the country's gross domestic product (GDP). The Kansai region, centered around the three major cities of Osaka, Kobe, and Kyoto, represents the second largest regional economy in Japan with 16 percent of national GDP. Although national retailers such as AEON and Life Corporation are also present in western Japan, the area features many local supermarket chains with strong regional presences. Among Japan's top ten retailers (by sales in 2021), six were headquartered outside of the Tokyo/Kanto region and four were in western Japan. These regional retailers have deep community roots and are known for tailoring their product offerings to meet local preferences. The major regional retailers in each of the western Japan regions are as follows.

Kinki:	Heiwado / Mandai / Okuwa / Izumiya / Kansai Supermarket / Hankyu Oasis
Chugoku:	Izumi
Shikoku:	Izumi / Fuji / Retail Partners
Kyushu:	Izumi Kyushu / Trial Company / San-A (Okinawa)

Key Words	Advantages	Challenges	Advice
Quality	U.S. specialty food products attract Japanese consumers. U.S. products often have a good story to tell.	Image of the U.S. as a large producer with corporate farms. It is difficult to import foods to Japan.	Have a good story to educate customers about the history and quality of your product. Also, emphasize the quality and source of ingredients.
Cultural Influences	Japanese consumers are strongly influenced by U.S. food culture and enjoy trying things seen as cool or trendy.	Many products common in the U.S. are uncommon to Japanese consumers.	Be able to explain how your product relates to American culture. Also explain how you use or prepare it.
Healthy	The health-related food market in the U.S. is very advanced.	Some Japanese consumers believe American products (and imported cuisine in general) are unhealthy.	Make sure to emphasize health-related benefits but be careful not to make claims unless provided approval by the Japanese government.
Food Safety	U.S. agriculture can successfully differentiate itself from Japan and other countries with its food safety assurances such as HACCP, GAP, ISO, etc.	Some Japanese consumers believe U.S. foods contain more pesticide residues, hormones or artificial chemicals than domestic products, and some consumers are averse to food additives. Many of Japan's residue tolerance levels are lower than the U.S.	Educate customers about safety issues in order to help facilitate communication and provide customers with transferable knowledge.
Stable Supply	The U.S. is a major supplier of food products all over the world, providing stable annual production.	Japan's food self- sufficiency rate is only 38 percent. It has been declining due to the aging farm population. Therefore, Japan is dependent on imports, when there are trade disruptions, they may look elsewhere to maintain supplies.	Exporters should understand the demands of the Japanese consumer and avoid disruptions. Ensure product complies with Japanese regulations.

Figure 2: Summary of U.S. Food Product Advantages in the Japanese Market

SECTION II. ROAD MAP FOR MARKET ENTRY

Market Entry and Structure

Generally, the first step to market entry is to find an importer, which may take a considerable amount of time. Importers introduce new product to retailer buyers, and if interested, they will request their wholesaler/distributor and/or importer to consider purchasing. It can often be difficult to identify appropriate retailers and even more difficult to get an appointment with their buyer. Japanese retailers usually have large purchasing teams with dedicated buyers for different product lines such as meats, seafood, fresh produce, specialty foods, frozen ingredients, and frozen processed foods. In many cases, they have a person in charge of international trade. Japanese retailers usually do not import directly. In most cases, distribution will include at least one importer and one wholesaler. Determining the structure of product distribution is important for setting pricing so that each partner's margin is sufficient.

Strategies for entering the market vary depending on product characteristics, competition, and the market environment. However, buyers in the food and beverage industry often prefer to find new products at large trade shows, or specially targeted trade shows, where they can look at many products at once. Therefore, participating in one of Japan's many trade shows is highly recommended to learn about the market and meet with potential business partners. The largest local food related trade shows are the Supermarket Trade Show and FOODEX Japan, which take place every February and March, respectively. For more information on trade shows, please contact the <u>Agricultural Trade Office (ATO)</u> in Tokyo.

Entry Strategy

To get started, companies interested in exporting should:

- a. Ensure production capacity to commit to the market;
- b. Ensure sufficient financial and non-financial (staff, time, etc.) resources to actively support exported product(s);
- c. Evaluate whether the ability exists to tailor product packaging and ingredients to meet foreign import regulations, food safety standards, and cultural preferences;
- d. Ensure knowledge necessary to ship overseas, such as being able to identify and select international freight forwarders, manage climate controls, and navigate export payment mechanisms, such as letters of credit;
- e. Research USDA cooperators or local State Regional Trade Groups (SRTG) by visiting the "Getting Started" FAS webpage (https://www.fas.usda.gov/topics/getting-started). These groups work closely with USDA to help food and agricultural companies advance their exporting goals.

Once a company has established a foundation for exporting, they should:

1. Determine whether product is permissible under Japanese food regulations.

- a. <u>The Exporter Guide</u> and the <u>Food and Agricultural Export Regulations Report</u> (FAIRS), published by the USDA Japan offices contains much of the necessary information.
- b. The ATO's Import Process Guides identify import requirements for many products.
- c. For plant or animal health inquiries, local APHIS offices can provide information.
- d. If the product contains meat or meat products, companies should reference the <u>Food Safety</u> <u>Inspection Service Export Library.</u>
- e. JETRO's <u>Handbook for Agricultural and Fishery Products Import Regulations</u> is a helpful tool for reviewing Japanese food regulations to determine product compliance local laws regarding

additives, residue levels, and processing procedures, as well as regulations in terms of weight, size, and labeling.

2. Perform basic market research by:

- a. Determining the specific area of the market the company product is targeting,
- b. Determining whether there is demand for the product by searching online websites, speaking with other companies that have experience in the market, visiting Japan to conduct market tours, or attending a trade show,
- c. Determining the comparative advantages of product versus Japanese and other suppliers, keeping in mind transportation and modification costs. Potential customers need to be convinced of the product merits: price savings, higher quality, higher value, or more convenient packaging.

3. Develop an export action plan:

Once the general market, product, and regulatory information is collected, companies should begin the process of creating an export action plan. This can be a helpful tool for relaying product vision to distributors and buyers. The plan should have some flexibility as portions may change after personal interaction with the market or as more information is gathered. This action plan should include:

- \cdot The company's story $\quad \cdot$ Goals and benchmarks, short/long-term
- · Product · Product modifications, if applicable
- \cdot Objective \cdot Product packaging and handling
- Market
 Marketing plan
 Financial resources to be committed
 Non-financial resources to be committed
- Marketing plan
 Schedule
- Additional financing
- Evaluation Potential importers and buyers
- Literature in Japanese
- 4. Get to know the market personally: Companies should visit Japan to explore opportunities firsthand or find a representative. Face-to-face interaction remains very important in Japan, where personal relationships are highly valued. Companies should vet their partners to ensure they have a good reputation and record of accomplishment.

Finding a Buyer: Developing relationships with importers is important for success. Also important is to have a long-term plan and to manage expectations. The decision-making and negotiating process can be lengthy. Visiting Japan to meet importers and returning during the negotiating process can be beneficial. Buyers in the food and beverage industry often prefer to find new products at large trade shows, or targeted trade shows, where they can look at many products at once.

Company Profiles: The largest retail group in Japan is AEON Co. Ltd. The second largest is Ito-Yokado, part of the Seven and I group that also owns the top convenience store format, Seven-Eleven. Well-known U.S. brand retailers Costco and Walmart are also successful in Japan. Costco opened its first warehouse in Japan in 1999 and is now operating 29 outlets. Walmart purchased Seiyu supermarket chain in 2005, and currently operates over 300 retail stores in Japan, using the more familiar name, Seiyu.

Top Supermarkets

AEON Retail	https://www.aeon.info/en/
Ito Yokado	http://www.itoyokado.co.jp/special/global/en/
Life Corp.	http://www.lifecorp.jp/company/
Specialty Supermarkets: Ca	arrying premium import products
Kinokuniya Co, Ltd.	https://www.e-kinokuniya.com/
Meidi-ya	http://www.meidi-ya.co.jp/en/
Seijo Ishii	http://www.seijoishii.co.jp/en/
Dean & Deluca	https://www.deandeluca.co.jp/
Queens Isetan	http://www.queens.jp/pc.html
Kaldi Coffee	http://kaldi.co.jp/english
National	http://www.national-azabu.com/e_index2.php
Nissin World Delicatessen	http://www.nissin-world-delicatessen.jp/
Costco	https://www.costco.co.jp/
Seiyu	https://www.seiyu.co.jp/

Convenience Stores

Seven Eleven Japan	http://www.sej.co.jp/in/en.html
Lawson Inc.	http://lawson.jp/en/
FamilyMart	https://www.family.co.jp/english/company/outline.html
MINISTOP	https://www.ministop.co.jp/in/en/
Daily Yamazaki	http://www.daily-yamazaki.jp/index.html

SECTION III. COMPETITION

The United States is Japan's top agricultural trading partner and known as a reliable export partner that provides safe and high-quality food and beverage products. Under the U.S.-Japan Trade Agreement, nearly 90 percent of U.S. agricultural products enter duty free, or receive preferential treatment. The tariffs on U.S. beef and beef products have decreased from approximately 27 percent in 2019 to 24.1 percent in 2022, for example. Other product tariffs have also gradually decreased. For more information, please refer to the <u>USDAjapan.org website</u>. However, competitors also have free trade agreements with Japan that reduce or eliminate food and agricultural tariffs, including: the European Union, Canada, Australia, Chile, and Mexico.

The United States is the leading pork exporter to Japan with a 35 percent overall market share and is the leading supplier of fresh/chilled pork, with a 33 percent market share. The United States has a strong association with beef and shares Japan's import market primarily with Australia. U.S. wheat accounts for roughly half of the annual imports, with Canada and Australia making up the other half. Soybean imports are primarily from the United States on a value basis at approximately 70 percent, with Brazil and Canada being the main competitor for food-grade soybeans. The EU, New Zealand, and Australia supply most cheeses, while the U.S. market share is around ten percent. The main U.S. competition for fruits and vegetables come from regional producers, with China primarily supplying on proximity, price competitiveness, and varietal preferences.

Partner	0	ates Dollars (l	.	% Share			% Change
Country	2019	2020	2021	2019	2020	2021	2021/2020
World	60.3	58.6	64.0	100.0	100.0	100.0	9.33
United States	13.2	12.9	15.1	21.9	22.0	23.6	16.92
China	6.5	6.2	6.5	10.7	10.7	10.2	4.76
Canada	3.8	3.9	4.4	6.4	6.6	6.9	14.50
Australia	4.2	3.8	4.3	6.9	6.4	6.7	14.81
Thailand	3.6	3.5	3.6	6.0	6.0	5.6	1.4
Brazil	3.4	3.4	3.2	5.7	5.9	5.0	-8.02
Italy	2.7	2.8	3.3	4.5	4.9	5.2	16.6
South Korea	2.1	2.1	2.0	3.5	3.6	3.1	-4.23
France	2.0	1.8	2.0	3.4	3.1	3.1	9.38
New Zealand	1.6	1.6	1.7	2.7	2.7	2.7	5.69

Figure 3: Japan Imports of Agricultural Products in 2021

Source: Trade Data Monitor: BICO Agricultural Products

SECTION IV. BEST PRODUCT PROSPECTS CATEGORIES

Products Present in the Market which have Good Sales Potential

With the implementation of USJTA, USDA Japan published one-page fact sheets to highlight key product categories that received preferential tariff treatment in the agreement (linked in the table below). More information on tariff treatments may be found at <u>USDAJapan.org</u>.

Beef & Beef	Prior to the COVID-19 pandemic, demand for U.S. lean beef and products was
Products	trending up in the food service and restaurant channels. This longstanding growth
	can be attributed in part to Japan's aging population and single-person households,
	coupled with health-conscious attitudes. For more information, please refer to
	GAIN repot <u>JA2022-0023.</u>
Pork & Pork	Japan imports around 50 percent of its pork supply. Pork is one of the most popular
Products	protein choices for Japanese households. Ground seasoned pork (GSP) is a key
	ingredient for domestic sausage manufacturers. For more information, please refer
	to GAIN repot <u>JA2022-0023.</u>
Processed	The United States is a major supplier of prepared potatoes, tomato paste, and
Vegetables	prepared sweet corn. Higher consumption of home-meal replacements is expected
	to bolster producer demand for processed vegetables. For more information, please
	refer to GAIN repot <u>JA9710</u> .
Wheat and	U.S. food wheat is a key ingredient in Japanese bakery and noodle production.
Wheat Products	USJTA provides tariff parity with competing food wheat suppliers such as
	Australia and Canada. It also gives the United States a tariff advantage over
	Turkey, one of the leading pasta suppliers. Pasta is the primary wheat product

	imported by Japan. For more information, please refer to GAIN repot <u>JA2021-</u>
	<u>0128</u> .
Fresh &	Opportunities for U.S. fresh fruit exports to Japan are expected to increase due to
Processed Fruit	falling domestic production. The United States is the top supplier of dried fruits to
	Japan but has lost market share to other frozen fruit suppliers in recent years. For
	more information, please refer to GAIN repot <u>JA2020-0158</u> .
Tree Nuts and	U.S. tree nuts are increasing in popularity in the convenience health snack sector, as
Peanuts	detailed in JA9502. Almonds, walnuts, pecans, and peanuts, in plain, roasted, and
	salted forms, are common in single-serve snack packaging at convenience stores
	across Japan. The Japanese food service industry is beginning to explore new salad
	creations that incorporate tree nuts.
Whiskey	In 2021, Japan's total whiskey imports were \$430.9 million. Japan remained the
	top export market for American whiskey, totaling approximately \$96 million, with
	a 22 percent market share. For more information on the whiskey market, please
	refer to GAIN report <u>JA2020-0053</u> .
Wine & Beer	Wine consumption in Japan has risen steadily over the last decade. Total imports
	of wine and related products were \$1.8 billion in 2021, though primarily from the
	EU. For an overview on the wine market in Japan, please refer to the following
	GAIN report, <u>JA9501</u> . In 2021, the United States continued to be the leading
	supplier of beer by value at \$12.4 million, down \$2.9 million from 2020. For more
	information on the craft beer market, please refer to GAIN report JA8507.
Cheeses	Nearly 90 percent of cheese consumed in Japan is imported. Cheese consumption
	has grown continuously since 2013. Consumption has traditionally focused on
	domestically produced processed cheese products which use imported natural
	cheese as ingredients. Popular processed products include sliced cheese, cheese
	sticks, and bite-sized cheese wedges. For more information, please refer to GAIN
	repots JA2021-0139 and JA2022-0012.
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Products Not Present in Significant Quantities which have Good Sales Potential

Japan imports a broad array of products representing the full spectrum of America's consumer-ready, intermediate, and bulk food production. However, Japanese importers and consumers frequently seek new, trendy, and innovative products. The freeze-dried food market is expanding. According to TPC Marketing Research Corp., the best seller is miso soup, followed by other soup products. Opportunities may be found at any time for competitively priced, quality, or novel products, for example plant-based protein products, prepared chicken, craft beer, and spirits. For more details on alternative foods, see our latest report on this new trend: Japanese Companies Exploring Alternative Meat Product.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Reports from USDA Japan, including the Agricultural Trade Offices and the Office of Agricultural Affairs, are frequently updated and can be found by searching the <u>FAS Japan Reports website</u>.

ATO Tokyo U.S. Embassy

1-10-5, Akasaka, Minato-ku, Tokyo 107-8420 Tel: 81-3-3224-5115 Fax: 81-3-3582-6429 E-mail address: atotokyo@usda.gov

ATO Osaka

American Consulate General 2-11-5, Nishi Tenma, Kita-ku, Osaka City, Osaka 530-8543 Tel: 81-6-6315-5904 Fax: 81-6-6315-5906 E-mail address: atoosaka@usda.gov

USDA Japan Online

http://www.usdajapan.org/ (FAS Japan, English) https://twitter.com/usdajapan (FAS Japan, English)

Japan External Trade Organization (JETRO)

Japanese market and regulations: <u>https://www.jetro.go.jp/en/reports/</u> Japan Food Sanitation Law: <u>http://www.jetro.go.jp/en/reports/regulations/</u> Specifications and Standards for Foods, Food Additives, etc. under the Food Sanitation Law: <u>http://www.jetro.go.jp/en/reports/regulations/</u>

Ministry of Agriculture, Food and Forestry:

U.S. laboratories approved by the Japanese Government, visit <u>http://www.mhlw.go.jp/topics/yunyu/5/dl/a3.pdf</u>.

Statistics and articles: http://www.maff.go.jp/e/index.html

Japan Customs

Tariff rates in Japan are calculated on a CIF basis and Japan adds an 8 percent consumption tax to all imports. Japan tariff rates are found here: <u>http://www.customs.go.jp/english/tariff/</u>

Sources for Retail Market Figures:

METI, Large-scale retail sales trade, Part 3- Table 1, Report on the Current Survey of Commerce. METI, Convenience store, Part 4- Table 1, Report on the Current Survey of Commerce. METI, Drug Store, Table Part 4-Table 1, Report on the Current Survey of Commerce.

Attachments:

No Attachments