

Processed Foods Market in Japan: Key Research Findings 2012

◆ **Research Outline**

Yano Research Institute has conducted a study on domestic processed foods market with the following conditions:

1. Research period: From May to August, 2012
2. Research targets: Leading companies in food business, organizations in the related industries, government agencies
3. Research methodologies: Face-to-face interviews, survey by telephone, questionnaire, and literature research

What is processed foods market?

Processed foods market in this research target the following: 1)Alcohol, 2)Soft Drink, 3)Dairy Produce, 4)Processed Meat/Seafood/Agricultural Products, 5)Bread and Noodle, 6)Frozen Food 7)Condiment, Sugar/Sweetener, Oil/Fat Products, 8)Instant Foods, 9)Confectionery, 10)Health Foods. The figures are calculated based on the shipment value from manufacturers.

Note that both the foods for household and for professional-use are included, but no fresh foods such as fresh vegetables, meat, and fish are included.

◆ **Key Findings**

■ **Domestic Processed Foods Market for FY2011 Estimated to Reach ¥29,690 Billion**

Domestic processed foods market for FY2011 (based on shipment value of manufacturers) is estimated to be 29,690 billion yen, a slight decrease by 0.1% from the previous year. The size of domestic processed foods market, including those for professional-use, continues to be in the range of 98% to 99% on year-over-year bases, keeping slightly-decreasing tendency since 2008.

■ **Foods Manufacturers Including Those of Middle-Size Entering Chinese and Southeast Asian Market**

The foods manufacturers interested in overseas markets are rapidly increasing. They have started regarding China and Southeast Asian countries as not only suppliers of raw materials, but also as large markets. Companies (suppliers) that provides raw materials are also likely to fully enter the overseas markets from now on.

■ Key of Domestic Market Lies in Diversifying Lifestyle

The domestic market shows that foods have become even more diversified, due to aging society and increasing single-person households and etc. The recent foods that have turn the spotlight onto are healthy foods for active seniors, and cooking-support foods such as foods-mix for easier cooking. It seems that foods manufacturers are now required to have good product development abilities to create value-added products that can live up to diversifying lifestyles.

◆ Report format:

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Format: 1,170 pages in A4 format

Price: 126,000 yen (6,000 yen of consumption tax shall be charged for the sales in Japan.)

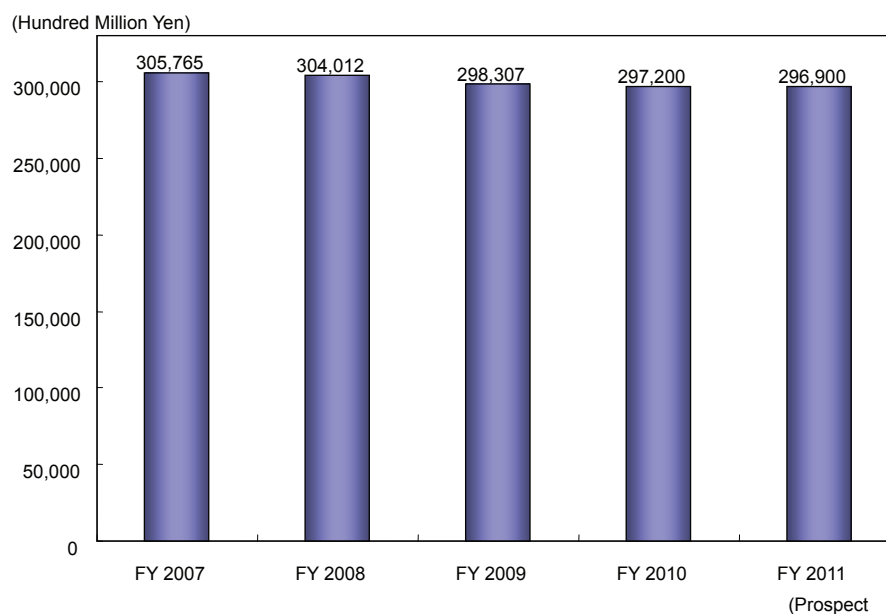
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■ Figure1: Transition and Forecast of Estimated Size of Domestic Processed Foods Market



Notes:

Estimated by YRI

1. The figures are based on the shipment value of manufacturers.
2. The figures in FY2011 are prospects.
3. Both the foods for household and for professional-use are included, but no fresh foods such as fresh vegetables, meat, and fish are included.