

Mail-Order Food Business Market in Japan: Key Research Findings 2016

◆ Research Outline

Yano Research Institute has conducted a study on the domestic mail-order food business market with the following conditions:

1. Research period: From August to September, 2016
2. Research target: mail-order business, food business, co-op stores, food retailers, wholesalers, and etc.
3. Research methodologies: Questionnaire by the expert researchers, surveys via telephone/email, and literature research

<What is the Mail-Order Food Business Market?>

The mail-order food business market in this research is consisted of the following categories: 1) Shopping sites (including both online-order and catalog-order business), 2) Co-op stores, 3) Natural food home delivery business, 4) Online supermarkets, 5) Delivery business by convenience stores, and 6) Direct sales from food manufacturers. The products handled in the market are as follows: Fresh foods (sea food, meats, vegetables & fruits), rice, beverages (mineral waters included, but not those products of water home delivery), liquors, sweets and confectionaries, health foods, and other processed foods. No everyday sundries are included.

◆ Key Findings

■ Mail-Order Food Business Market Size in FY2015 Expanded to 3,376.8 Billion Yen, 106.3% of Previous Fiscal Year

Continuous growth was shown in the mail-order food business market attaining 3,376.8 billion yen in FY2015, 106.3% of the size of the preceding fiscal year, based on the retail price. Now that the online sales as a whole have widely been accepted, food, too, has come to be ordinarily bought through such non-store retailing as mail orders, home delivery services, and others. In addition, the recovery from downturn effect caused by the consumption tax increase has also boosted the market.

■ Shopping Sites Taking Leap Forward by Trading Food

Conventionally, mail-order food business market has been driven by the demand of gourmet ordering. In addition to such demand, there have recently been growing needs of ordering food in combination with or as a part of purchasing other daily necessities. In other words, rapid prevalence of online ordering increased the consumers to purchase everything via internet, including food and daily commodities. This has accelerated increasing number of mail-order companies that had never handled food before to start selling food, aiming to enhance their business, and also those mail-order service providers for enterprises to begin entering BtoC services, all of which has led to the market growth.

■ **Size of Mail-Order Food Business Market for FY2020 Estimated to Achieve 3,973.4 Billion Yen, 117.7% of Size of FY2015**

The domestic mail-order food business market is likely to grow by annual 3 to 5% during the next several years, attaining 3,973.4 billion yen by FY2020, 117.7% of the size of FY2015, based on the retail price. Such prosperity is especially conspicuous in shopping sites with its range of commodities handled has been expanding from foodstuff, daily commodities to fresh and perishable food, and has been even closer to daily lives of consumers. If this pace of growth continues, the market size of shopping sites is regarded to outperform that of co-op stores by around FY2019.

◆ **Report format:**

Published report: “Mail-Order Food Business Market 2016”

Issued on: October 6, 2016

Language: Japanese

Format: 282 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

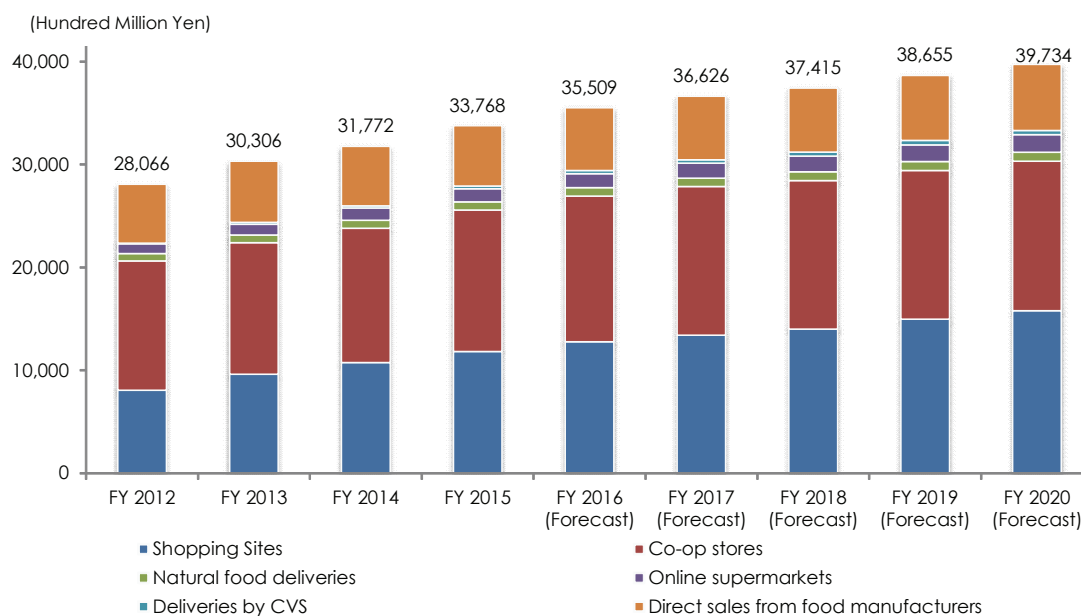
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

■ **Figure 1: Transition and Forecast of Mail-Order Food Business Market Size**

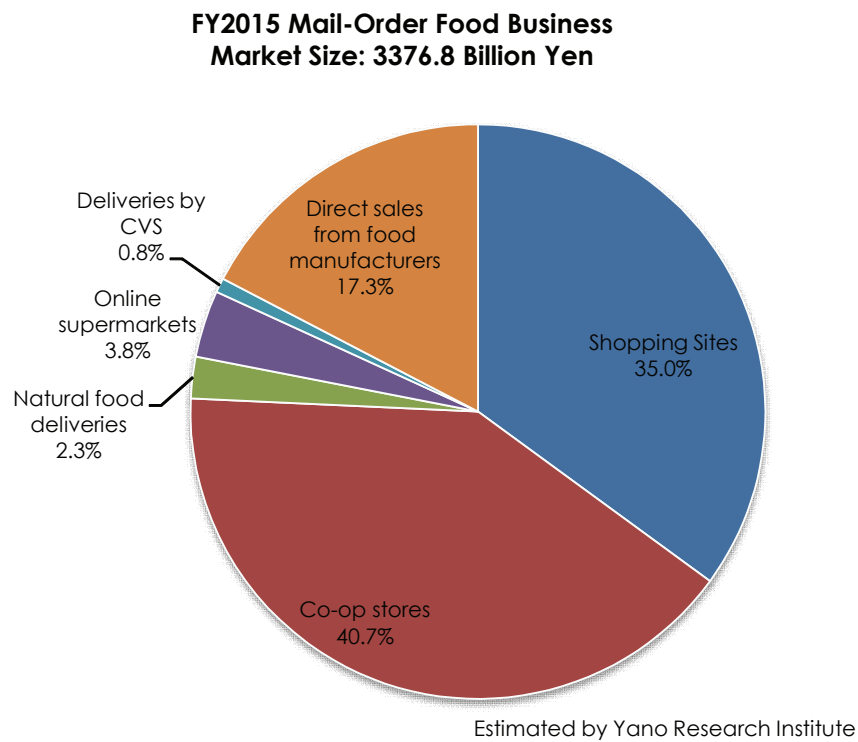


Estimated by Yano Research Institute

Notes:

1. The market size is calculated based on the retail price.

■ **Figure 2: Mail-Order Food Business Market Share by Channel (FY2015)**



Notes:

2. The market size is calculated based on the retail price.