

Questionnaire to Japanese Food/Beverage Makers regarding Business Development in ASEAN6/ UAE/Turkey: Key Research Findings 2017

◆ Research Outline

Yano Research Institute has conducted a questionnaire to the domestic food and beverage manufacturers regarding the status of business development in ASEAN6 countries (i.e., Indonesia, Thailand, Malaysia, Singapore, Philippines, and Vietnam), UAE, and/or Turkey with the following conditions:

1. Research period: September, 2017
2. Research to: 125 Japanese makers of food and beverages with their annual turnover 7 billion yen or more.
3. Research methodologies: Interviews via telephone

<About Questionnaire to Japanese Food & Beverage Makers about Business Development in ASEAN6/UAE/Turkey >

This questionnaire has been conducted to the Japanese makers of food and beverages with 7 billion yen or more of annual turnover, regarding the current status of business development in ASEAN6 countries, UAE, and/or Turkey. The items of the research analyzed include: Current status and progress of business development in the above-mentioned 8 countries, current problem and challenges, methods of establishing overseas branches, current status of acquiring halal certification, status of product manufacturing and procurement of raw materials, and etc. Among various research analyses, this report handles whether or not any interest in business development in the above-mentioned 8 countries, reasons of the intention, and status of acquiring halal certification.

◆ Key Findings

■ **Reason Why Japanese Food & Beverage Makers Pay Attention to ASEAN6/UAE/Turkey is Promising Markets with Economic Development and Increasing Population**

According to the questionnaire to 51 Japanese food and beverage makers with their annual turnover 7 billion yen or more, the country that they showed most interest in is Thailand, occupying 43.1% (22 enterprises), followed by Singapore accounting for 33.3% (17 enterprises), and next came Indonesia and Vietnam both accounting for 31.4% (16 enterprises). The reasons for choosing the countries and regions were all because of the promising markets both from the perspectives of economic development and increasing population.

■ **Rate of Acquiring Halal Certification at Japanese Food & Beverage Makers Reached 19.2%, Rise by 6.4 Points from Previous Research in August 2015**

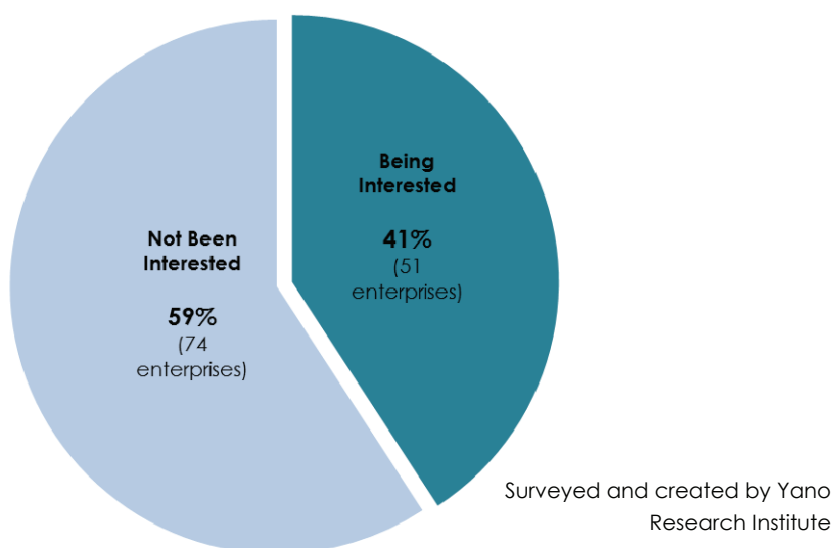
In the questionnaire to 125 Japanese food and beverage makers with their annual turnover 7 billion yen or more, when asked about the status of acquiring halal certification, the enterprises that had already acquired the certification accounted for 19.2%, indicating that the rate rose by 6.4 points from the previous research that had taken place in August 2015.

◆ **Report Format:**

Published report: “Japanese Foods Companies in ASEAN6/UAE/Turkey 2017”
 Issued on: December 6, 2017
 Language: Japanese
 Format: 682 pages in A4 format
 Price: 195,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

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■ **Figure 1: Whether Being Interested in ASEAN 6/UAE/Turkey or Not**



Note:

1. Research Period: September, 2017; Research to: 125 Japanese makers of food and beverages with their annual turnover 7 billion yen or more; Research Methodologies: Interviews via telephone, single response allowed.

■ **Table 1: Countries and Regions within ASEAN 6/UAE/Turkey of Interest**

Countries/Regions	Number of Enterprises Showing Interest	Rate of Response
Thailand	22	43.1%
Singapore	17	33.3%
Indonesia	16	31.4%
Vietnam	16	31.4%
Malaysia	10	19.6%
UAE	6	11.8%
Phillipines	5	9.8%
Turkey	2	3.9%

Surveyed and created by Yano Research Institute

Note:

2. Research Period: September, 2017; Research to: 51 enterprises having responded that they are interested in ASEAN 6, UAE and/or Turkey out of 125 Japanese makers of food and beverages with their annual turnover 7 billion yen or more; Research Methodologies: Interviews via telephone, multiple responses allowed.

■ **Table 2: Respective Countries and Regions of ASEAN6/UAE/Turkey of Interest and Reasons**

Reasons of having interest:	Thailand	Singapore	Indonesia	Vietnam
Promising market due to economic development	36.4%	35.3%	50.0%	68.8%
Promising market due to increasing population	22.7%	11.8%	68.8%	25.0%
Many Japanese companies already developed business in this area	18.2%	11.8%	25.0%	37.5%
Cost for Manufacturing can be suppressed	9.1%	5.9%	18.8%	18.8%
Advantageous in procurement of raw materials	4.5%	5.9%	18.8%	18.8%
Recommended by the clients/customers	9.1%	23.5%	6.3%	6.3%
Customers have started business in this area	0.0%	11.8%	6.3%	6.3%
Stable government	0.0%	0.0%	6.3%	12.5%
Safety	4.5%	0.0%	6.3%	0.0%
Satisfactory infrastructure	0.0%	0.0%	0.0%	0.0%
Other reasons	40.9%	41.2%	25.0%	18.8%
Number of Companies Responded	(n=22)	(n=17)	(n=16)	(n=16)

Reasons of having interest:	Malaysia	UAE	Philippines	Turkey
Promising market due to economic development	50.0%	66.7%	20.0%	100.0%
Promising market due to increasing population	20.0%	0.0%	40.0%	0.0%
Many Japanese companies already developed business in this area	20.0%	0.0%	20.0%	0.0%
Cost for Manufacturing can be suppressed	10.0%	0.0%	0.0%	0.0%
Advantageous in procurement of raw materials	20.0%	0.0%	0.0%	0.0%
Recommended by the clients/customers	10.0%	0.0%	20.0%	0.0%
Customers have started business in this area	20.0%	0.0%	0.0%	0.0%
Stable government	0.0%	0.0%	0.0%	0.0%
Safety	0.0%	0.0%	0.0%	0.0%
Satisfactory infrastructure	0.0%	0.0%	0.0%	0.0%
Other reasons	30.0%	33.3%	40.0%	0.0%
Number of Companies Responded	(n=10)	(n=6)	(n=5)	(n=2)

Note:

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- Research Period: September, 2017; Research to: Enterprises that responded being interested in the countries concerned within ASEAN6/UAE/Turkey (the number of enterprises showing interest in the respective countries is in the table above) out of 51 enterprises having responded of being interested in ASEAN6/UAE/Turkey among 125 Japanese makers of food and beverages with their annual turnover 7 billion yen or more; Research Methodologies: Interviews via telephone, multiple responses allowed.

■ **Table 3: Status of Acquiring Halal Certification by Japanese Food & Beverage Makers**

Status of Acquiring Halal Certification	As of Aug. 2015 Response Rate	As of Sep. 2017 Response Rate (n=125)
Already Acquired (at own company, or at domestic/overseas affiliate)	12.8%	19.2%
Being in Process to/Planning to Acquire Certification (at own company or at domestic/overseas affiliates)	0.0%	0.0%
Not Acquired/Not in Process of Acquiring Certification, but Plans/Intends to Do So	12.0%	5.6%
Not Acquired/No Plan/intention to Do So	43.6%	74.4%
Cannot Say/Do Not Know	31.6%	0.8%

Surveyed and created by Yano Research Institute

Note:

- Latest Research: Research Period: September, 2017; Research to: 125 Japanese makers of food and beverages with their annual turnover 7 billion yen or more; Research Methodologies: Interviews via telephone, single response allowed.

Previous Research: Research Period: August, 2015; Research to: 133 Japanese makers of food and beverages with their annual turnover 7 billion yen or more; Research Methodologies: Interviews via telephone, single response allowed.