

## **Food Gift Market in Japan: Key Research Findings 2017**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on the domestic food gift market with the following conditions:**

1. Research period: August 2017 to February 2018
2. Research objects: Gift wholesalers and makers, retailers (department stores, GMS, specialty stores, mail-order businesses), etc.
3. Research methodologies: Face-to-face interviews by the specialized researchers, surveys via telephone, mailed questionnaire, and literature research

**<What is Food Gift?>**

Food gift in this research indicates sweets/confectionery, processed food, condiment/cooking oil, beverage, liquor, and etc. that are used as personal or corporate gift, including such occasions as mid-summer and year-end gifts. The market size has been calculated based on the retail sale of food gift.

### ◆ **Key Findings**

■ **Domestic Food Gift Market in 2017 Rises to 4,100 Billion Yen, 102.8% on Y-o-Y Basis**

Size of the domestic food gift market in 2017 is estimated to achieve 4,100 billion yen, 102.8% of that of the previous year, based on the retail sale. While ritual gift exchanging in mid-summer and year-end has been on the decline in recent years, people have come to give gifts in more casual and easy manner, affecting food gifts also to be sent more lightheartedly such as for expressing sender's feelings toward accepters and for sending small presents. Since this tendency is likely to continue, the food gift market size in 2018 is projected to rise to 101.2% of the size of the previous year to attain 4,150 billion yen.

■ **With More Chances to Think About Bond or Connection, Demand of Gift Increases**

Since the Great East Japan Earthquake hit the nation, people in the Japanese society have come to increasingly treasure "kizuna," i.e., bond, connection, or relationship with people who they care about. This has increased casual gift exchanging between people close to each other, rather than formal types of gifts. In addition, due to growth of gifts with the senders' strong preferences or particular sentiment toward acceptors, there are more cases where the gifts are tried at first by the senders themselves.

■ **Growth in Personal Gifts with Importance Placed on Lifestyle**

In an environment where lifestyles have diversified, growing number of senders tends to send a gift that goes well with the lifestyles of the acceptors. One of the reasons is that people find more opportunities to send casual gifts between people with close relationship, while exchanging formal gifts is declining. Among such casual gifts, there are more cases where the senders send gifts that he/she himself/herself has enjoyed eating or that has been familiar with in his/her daily life, or has tried himself/herself beforehand to make sure it actually taste good.

◆ **Report Format:**

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Price: 150,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

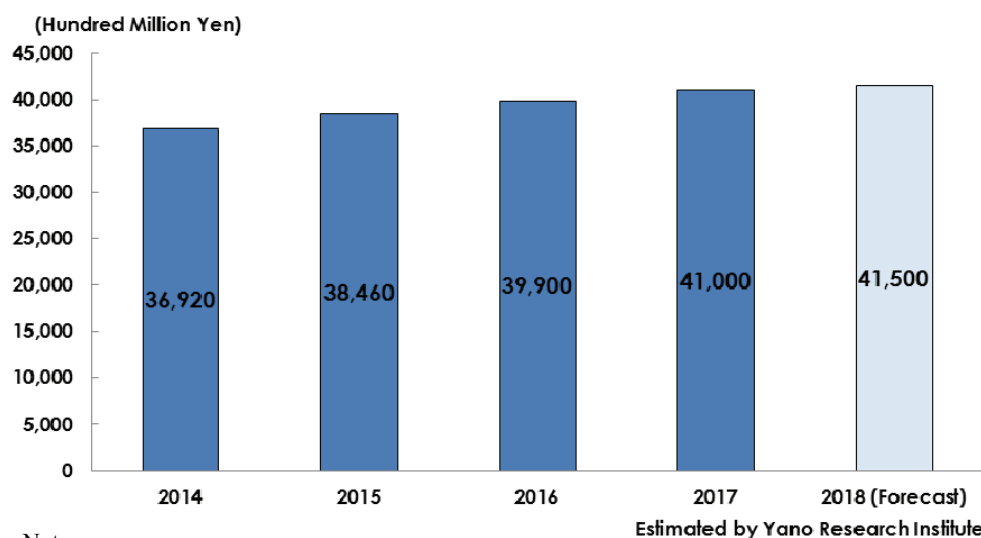
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■ **Figure 1: Transition and Forecast of Domestic Food Gift Market Size**



Notes:

1. The market size is based on the retail sales.
2. Food gift in this research indicates sweets/confectionery, processed food, condiment/cooking oil, beverage, liquor, and etc. that are used as personal or corporate gift, including such occasions as mid-summer and year-end gifts. The market size has been calculated based on the retail sale of such food gift.

■ **Table 1: Trends of Gifts by Food Item**

Sweets/ Confectionery	Sweets and confectionery are selected for gifts at various occasions not only because of the products that change according to the season and of the packages that bring about refreshing feelings, but also because of wide variety.
Processed Food	Sudden increase of raw material costs made some products and gift sets difficult to maintain the same size or the same assortment. The makers have taken measures by downsizing the products or by using alternative products.
Fresh Food	Wide acceptance of internet has year by year increased the orders of gourmet foods gathered from all around the nation through ecommerce site.
Condiment/ Cooking Oil	Orders of gift sets of olive oil, which is said to be good for health and beauty, have kept on expanding, which has led more companies earnestly to develop products and gift sets primarily of olive oil. As for condiment, salt-reduced and additive-free ones have become more popular, because more consumers pursue health and beauty.
Beverages	With recent stronger health consciousness, more people become eager to eat vegetables. Such social background has increased the sales of gift sets consist of fruits drinks and vegetable juice. However, the sales of entire beverage gift have been slightly on the decline.
Liquor	As mid-summer and year-end gifts have been the main market and such ritual gift exchanging has decreased, the gifts of liquors are also on the decline.

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