

## Market Overview

Japan is regarded as one of the best export markets for food items. The total food and drink market in Japan is huge, valued at around \$584.45 billion USD. In 2014, the United States exported \$13.93 billion USD worth of agricultural and fish products to Japan. Japanese citizens are willing to accept high prices for quality and convenience, therefore Japan is an interesting option for high-value food products.

U.S.-Japanese trading relations could be furthered by a new trade partnership, the Trans-Pacific Partnership (TPP). This trade deal would reduce tariffs, liberalize markets, enhance sanitary measures, and reduce technical barriers to trade. The TPP, if passed, would facilitate market access for U.S. agricultural and food exports, especially in Japan and nations with high tariffs. For example, this partnership will cut over 18,000 taxes placed on U.S. made products.

The main U.S. products exported to Japan are commodities, such as: corn, soybeans, meat and wheat. Additionally, beer exports are one of the most significant export products. For example, exports of U.S. craft beer to Japan went up 32% in 2014 compared to 2013. Japan remains an interesting market for SUSTA region companies trying to export consumer-oriented agricultural products to a country where quality is highly valued.

### Opportunities and Advantages

- A growing Japanese emulation of U.S. cultural and food trends.
- Changes in the Japanese distribution system are occurring, making it similar to that of the U.S.
- Relatively low U.S. shipping costs
- Japan's dependence on foreign food supply.

### Market Challenges

- Long distance requires additional packaging measures and complicated labeling laws.
- There exists a consumer preference for domestic products and antipathy toward biotech foods and most food additives.

### SUSTA Sponsored Events in Japan:

FoodEX  
Outbound Trade Mission

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Export%20Guide\\_Dhaka%20%20ATO\\_Japan\\_12-29-2015.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Export%20Guide_Dhaka%20%20ATO_Japan_12-29-2015.pdf)

Euromonitor, Passport Site-Country Profile: Japan

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