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JETRO Japanese Market Report —Regulations & Practices—

Confectioneries and Snack Foods

Introduction

The present Japanese confectionery market is quite stagnant. Production totals in the last decade have shown a constant yearly declines since the peak of 2,574 billion yen in 1993. This dipped to 2,434 billion yen (1,986,000 tons) in 1999 (see Table 1).

Table 1. Domestic Production (estimated)

Year	Volume (1,000 tons)	Value (billions of yen)
1990	2,043	2,433
1991	2,097	2,570
1992	2,097	2,570
1993	2,095	2,574
1994	2,045	2,501
1995	2,042	2,507
1996	2,059	2,522
1997	2,042	2,493
1998	2,013	2,457
1999	1,986	2,434

Source: All Nippon Kashi Association

Compared with the 1960s and 1970s, when Japan's high economic growth was at its prime, and when the confectioneries and snacks industry was called a "GDP 1% Industry," the comparative fall in status is undeniable. This is proven, categorically, by the fact that the estimated shipping volume (total of both domestic production and imports) of 2,493 billion yen in 1998 accounts for only 0.51% of GDP (486,748 billion yen) of the same year. The ebb of the confectioneries and snacks food industry is considered an outcome of phenomenal change in the social structure of Japan. The declining birthrate and the emergence of new food industries such as fast foods, which rival confectioneries and snacks items, have changed Japanese tastes. It has also been affected by the prolonged sluggishness in consumption that has followed the burst of bubble economy.

Compared with other food industries, the Japanese confectioneries and snacks food industry is said to have fallen considerably behind in recent years, in terms of correctly anticipating, and responding to, the changing tastes of consumers. In effect, more than half of the mass-production merchandise sold through major sales channels, namely mass sales stores, supermarkets and convenience stores in this genre, are still items developed during the two decades from the 1960s to 1980s. Although confectioners are not exactly neglecting to develop new products, it is quite unusual for new products to successfully replace older ones that have maintained high sales rankings as "regular items" for a long period of time. Except for the rare hits, most of the new products end up as short-term spot items. In a nutshell, the strongest characteristic of recent trends in the domestic confectioneries and snacks industry can be defined as “low-priced individual packs.”

Attributing high consumption frequency as the basis of this characteristic, lots of merchandise tends to go to market in smaller and lighter packages. This is an undeniable trend that has emerged from the structural changes in the Japanese lifestyle.

Table 2. Confectioneries and snacks Imports

Year	Volume（tons）	Value (millions of yen）
1971	7,220	3,350
1990	51,428	29,054
1991	43,012	23,258
1992	46,607	24,424
1993	53,349	24,899
1994	64,435	29,727
1995	72,013	32,717
1996	69,626	35,594
1997	68,533	37,815
1998	62,993	35,580
1999	63,541	32,906

Source: the Ministry of Finance/Customs Bureau

Table 2 shows shifts in confectioneries and snacks food imports within the past decade. Imports continued to drop after the peak in 1995, and import totals in 1999 represented only 1.4% (about 3.2% in volume) of the domestic production value. This figure seems extremely small when compared to Japan’s imported food dependency of some 60% (calculated on a calorie basis). The reasons for the paucity of imported confectioneries and snacks in the Japanese market can be explained in various ways. One explanation is that the goods coming in fail to attract Japanese consumers or conform to Japanese tastes, other theories point to the peculiar distribution routes and high tariffs.

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Yen－Dollar Exchange Rates

Year	Yen／US$
1996	109
1997	121
1998	131
1999	114
2000	108

Source: Bank of Japan, “ Financial and Economic Statistics Monthly ”

Summary

Domestic Production and Imports

Throughout the 1990s, domestic confectioneries and snacks production began to level off to approximately the two million ton level. Imports during the same period continued to decline, following a peak of 72,013 tons in 1995. Imports constituted 63,541 tons in 1999. In monetary terms, domestic production totaled around 2,500 billion yen, while imports were 25 to 35 billion yen. Since the annual export amount during the same period was 15 to 17 billion yen, Japan's total shipping value of confectioneries and snacks is estimated at 2,500 billion yen, which is around 4,000billion yen in retail value.

Distribution and Business Trends

In Japan, almost all confectioneries and snacks items are sold through specialty wholesale agents, which play a crucial role in a market where comparatively smaller quantities of more varied items (compared to foods in general) are distributed. While most domestic Confectioneries and snacks foods are sold at supermarkets and convenience stores, more than half of imported confectioneries and snack foods are sold directly to consumers at imported food or confection specialty shops. This rather limited sales channel is one issue that makes mass sales of imported confectioneries and snacks difficult.

Sales and Consumption Trends

The recent domestic trend in confectioneries and snack foods sales is "low-priced, individually packed" items. This means smaller and neater packages that one person can consume in one sitting. There are also notable trends toward "softer" and "lighter" items. Consumers prefer softer and less sweet confections to harder, sugary ones.

While the entire confectioneries and snack foods market is looking sluggish, chocolate consumption alone has been making considerable progress. This is because consumers have recently started recognizing the health benefits of polyphenol, a naturally occurring substance in chocolate, and are rethinking older notions that chocolate is fattening and promotes tooth decay. Chocolate production, in fact, recorded 5% growth over the previous year in 1999, both in quantity and yen value. Shipments of cookies, which has been slow for the past few years, have started recovering, as the market has been livened up through a dramatic renewal of long-selling brands and by the rapid development

of small packages for immediate individual consumption. In chewing gum, while sugarless items are becoming more and more popular, xylitol products are growing rapidly. Snack foods and cookies, in small cups, are selling exceedingly well, while larger packages are losing sales.

Advice on Accessing the Japanese Market

"Distinguished items for the discriminating" and "items geared to the Japanese taste" are the key expressions for the market. Since the Japanese market already has an abundance of varieties of confectioneries and snacks, both domestic and imported, it is essential to bring in heretofore unknown, special and "different" merchandise to penetrate this market. Organic confectioneries and snacks are one such possibility.

It should be noted, however, that items popular overseas do not necessarily sell well in Japan. If it is determined, after careful research, that the product would not be well received in Japan as it is, product changes are advised. The flavor, for example, should be altered to suit the Japanese palate. While Japanese confectioneries and snack foods tend to be sold in small packages containing small amounts, in response to the recent trend of individual instant consumption, imported products are generally voluminous and presented in large containers. Therefore, it is recommended to modify both the containers and the packaging for the Japanese market.

I. Market Overview

A. Domestic Production Trends

Domestic confectioneries and snack foods production in 1999 was 1,986,316 tons in volume with a value of 2,434 billion yen (see Table 3). In terms of categories, the largest was that of Japanese traditional cakes, which came to 433 billion yen in 1999. This was followed by 396 billion yen in Western-style cakes, and then by chocolates (299 billion yen) and snack foods (275 billion yen). The Japanese market has a wide variety of items unknown to Western countries, such as Japanese-style cakes, rice cakes, and rice crackers that are distributed in large quantities and have a large market share.

Table 3. Confectioneries and snacks Production by Item (estimated)

	1997		1998		1999		
	Volume (tons)	Value (billions of yen)	Volume (tons)	Value (billions of yen)	Volume (tons)	Value (billions of yen)	Ratio
Candies	155,000	169.0	154,200	168.5	152,000	166.0	6.8%
Chocolates	189,500	286.4	190,500	284.3	200,600	298.8	12.3%
Gum	45,600	120.5	45,600	121.3	44,700	119.0	4.9%
Rice crackers	69,000	63.5	70,300	64.6	71,776	65.1	2.7%
Biscuits (Cookies/ Crackers/ Pretzels)	226,500	211.4	219,000	205.4	218,800	205.2	8.4%
Rice confections	217,300	240.2	214,200	237.6	213,500	234.7	9.6%
Japanese cakes	376,000	461.0	366,200	449.0	353,400	433.0	17.8%
Western cakes	242,000	425.0	236,900	416.0	225,240	395.5	16.3%
Snacks	239,000	265.0	237,100	262.9	232,600	274.7	11.3%
Fried snacks	63,300	37.9	64,300	38.0	62,700	37.0	1.5%
Others	218,500	213.5	214,300	209.4	211,000	205.0	8.4%
Total	2,041,700	2,493.4	2,012,600	2,457.0	1,986,316	2,434.0	100.0%

Source: All Nippon Kashi Association

B. Import Trends

Table 4 shows confection imports between 1997 and 1999. In 1999, chocolates ranked top in value at 14,201 million yen, holding a strong lead over lower ranking items. This figure was followed by cookies (3,905 million en), candies (3,720 million yen) and (unsweetened) bakery items (2,812 million yen). As mentioned earlier, the total value of confection imports corresponds to only 1.4% of domestic production (3.2% in volume), which represents quite a small ratio of the total shipping value.

Table 4. Confectioneries and snacks Imports by Item

	Value (millions of yen)			Volume (tons)		
	1997	1998	1999	1997	1998	1999
Chewing gum	640	505	411	1,132	861	785
Candies	4,617	3,707	3,720	8,095	6,219	6,383
Caramels	73	79	80	184	200	218
Sugar Confectionaries	1,499	1,275	1,276	6,555	4,135	3,256
Chocolates	15,966	15,358	14,201	17,413	15,730	16,261
Breads, dry breads	987	1,666	1,278	4,367	7,180	6,474
Sweet biscuits	59	52	54	76	56	106
Biscuits (sweetened)	5,339	4,713	3,905	9,897	8,822	8,734
Bakery items (sweetened)	2,850	2,642	2,727	5,732	5,421	6,575
Biscuits (sugar free)	225	254	293	448	523	781
Baked goods (sugar free)	2,616	2,900	2,812	7,211	7,768	8,243
Rice confections (sugar free)	2,944	2,428	2,149	7,423	6,078	5,725
Total	37,815	35,579	32,906	68,533	62,993	63,541

Source: The Ministry of Finance / Customs Bureau

C. Supply Trends

Japan's annual export figures for confectioneries and snacks foods in recent years has been in the 15 to 17 billion yen range, which makes the total shipping amounts (domestic production plus import, minus export) approximately 2,500 billion yen, or 4,000 billion yen at retail value.

Table 5. Import Partners by Item
Top Three Nations and Regions (1999)

	Value (millions of yen)
Chewing gum	411
USA	217
Korea	70
Canada	47
Candies	3,720
Holland	1,170
Spain	941
China	345
Caramels	80
Taiwan	60
Germany	6
France	4
Hard candy	1,276
Belgium	198
Vietnam	177
USA	149
Chocolate candies	14,201
-Filled pieces-	6,676
USA	2,069
Australia	1,541
Belgium	665
-Not Filled-	4,801
USA	948
France	895
Switzerland	814
Other items containing chocolate	2,724
Italy	1,857
Belgium	237
Singapore	228
Sweet cookies	54
UK	15
USA	9
Brazil	8
Other biscuits（sweetened）	3,905
USA	915
Denmark	539
France	340

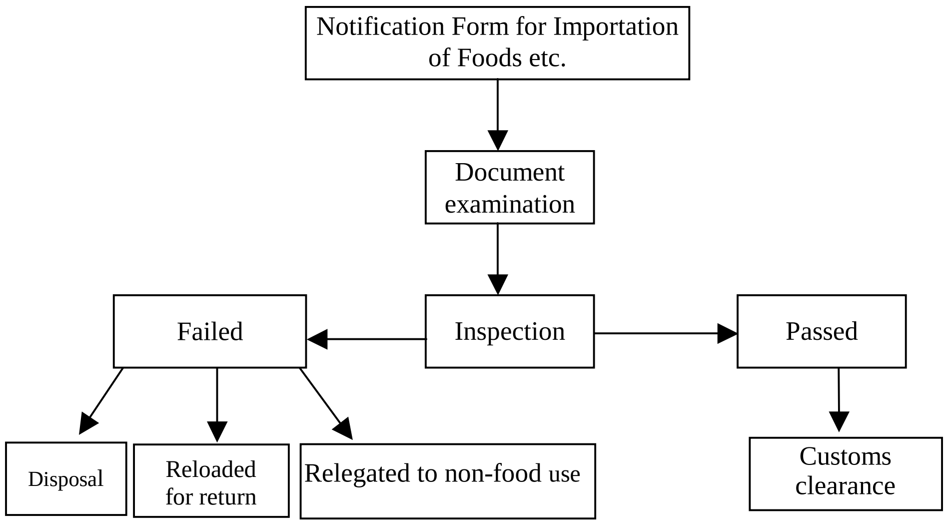
Source: same as Table 4

Ⅱ. The Import System and Related Regulations

A. Importing under the Food Sanitation Law

Foods imported for sale or for industrial use must be inspected at quarantine, under the Food Sanitation Law, with Notification Form for Importation of Foods, etc. attached. At the quarantine station, items are divided into those that simply require document inspection (no physical inspection required) and those where the item itself warrants inspection (physical inspection required). For non-inspection items, if nothing is wrong in the documentation, they receive a stamp and the items pass inspection. Importers then proceed to customs clearance with copies of the documents. Presently there are no countries prohibited from exporting confectioneries and confectioneries and snack foods to Japan.

Figure 1. Import Inspection of confectioneries and snacks at Customs



B. Custom Tariffs

The current tariff rates for confectioneries and snack foods are shown in Table 6.

Table 6. Tariff Rates for Confectioneries and snacks Items

Item number	Item	Actual tariff rate
1704.10-000	Chewing gum (Containing only sugar or add sweetener)	24%
90-210	Candies	25%
90-220	Caramels	25%
1806.31-000	Chocolate (filled)	10%
32-100	Chocolates (not filled)	10%
90-100	Other Chocolates	10%
1905.10-000	Crisp bread	9%
40-000	Rusks toasted bread and the like	9%
90-100	Breads, ship's biscuits and the like (not containing added sugar, eggs, fats etc.)	9%
30-010	Sweet biscuits	20.4%
90-312	Other biscuits, cookies and crackers	15%
20-000	Ginger bread and the like	18% (15%)
30-020	Waffles and Wafers	25.5%
90-311	Rice products (containing added sugar)	34%
90-321	Other rice products (sugar free)	29.8%
90-322	Other biscuits（sugar free）	13%
90-329	Other bakery goods（sugar free）	21.3%(12.5%)
2106.90-230	Chewing gum（containing only sweetener）	5%

Source: The Ministry of Finance/ Customs Bureau
Note : Figures in parentheses are preferential tariffs. Least Less Developing Countries (LLDC)are exempt from taxation.

C. Labeling Regulations and Example

Revised Japanese Agricultural Standards (JAS) was passed into law on July 15 of 1999 and came into effect on June 10 of 2000. This new act is applied to all processed foods sold to general consumers and regulates the obligation of labeling on packages or wrappings, as follows:

- Product name
- Materials
- Volume of contents
- Best before date
- Means of preservation
- Name and address of manufacturers (of importers, in the case of imported goods)
- Place of origin, in the case of imported goods

Table 7 shows an example.

Table 7. Labeling Example for Imported confectioneries and snacks

品名： バタークッキー ① 内容量:500 グラム ② 原産国:デンマーク ③ 原材料:小麦粉 砂糖 バター ココナッツ 塩 膨張剤 香料 ④ 賞味期限:2003 年 7 月 31 日 ⑤ 保存方法:直射日光・高温多湿をおさけ下さい ⑥ 使用上の注意:開封後は早めにお召し上がり下さい ⑦ 輸入者:○○貿易株式会社 東京都中央区○○○ ⑧

① Item: Butter Cookies

② Contents: 500g

③ Country of origin: Denmark

④ Ingredients: Wheat, Sugar, Butter, Coconut, Salt, Baking Powder, Flavoring

⑤ Best before: 31 July 2003

⑥ Preservation: Avoid direct sunlight, high temperature and humidity

⑦ Precautions: Should be consumed promptly after opening the package.

⑧ Importer: x x Trading Co. Ltd
x x ,Chuo-ku, Tokyo

1. Labeling of genetically modified food

Genetically modified foods have been subject to labeling since April 2000. Corn snack makers who use corn, and candy and marshmallow makers who use cornstarch, need to be particularly careful about proper labeling under this regulation.

2. The Law for promotion of sorted collection and Recycling of containers and Packages

The Law for promotion of sorted collection and Recycling of containers and Packages. (The Container and Packages Recycling Law) was passed in April 1997, and came into law in April 2000 after a three-year preparatory suspension. Companies involved in selling foods in containers (food makers, package makers and importers) are obliged to recycle such containers and to pay the costs for recycling.

Ⅲ. Distribution and Custom of Merchants

A. Distribution Routes

The distribution routes of domestic and imported confections differ a great deal. While almost all domestic confectioneries and snacks are sold through specialty wholesalers such as SAN-ESU Inc., Yamaboshiya Co., Ltd and Takayama Co., Ltd about 30% of imported confectioneries and snack foods are sold directly to retailers from importers. What is notable is that more than half of imported confectioneries and snacks are retailed at specialty shops carrying imported foods or confectioneries and snacks. Some domestic manufacturers or trading confectioneries and snacks sell confection directly to retailers and mail order companies, but those cases are rare. Goods are sold from primary wholesalers either to supermarkets (such as Daiei, Ito-Yokado, Jusco), convenience stores (such as Seven-Eleven, Lawson) and other large food stores, or to secondary wholesalers. Much of the merchandise from secondary wholesalers is sold to smaller supermarkets and food shops, independent supermarkets, and shops in the provinces (see Figure 2).

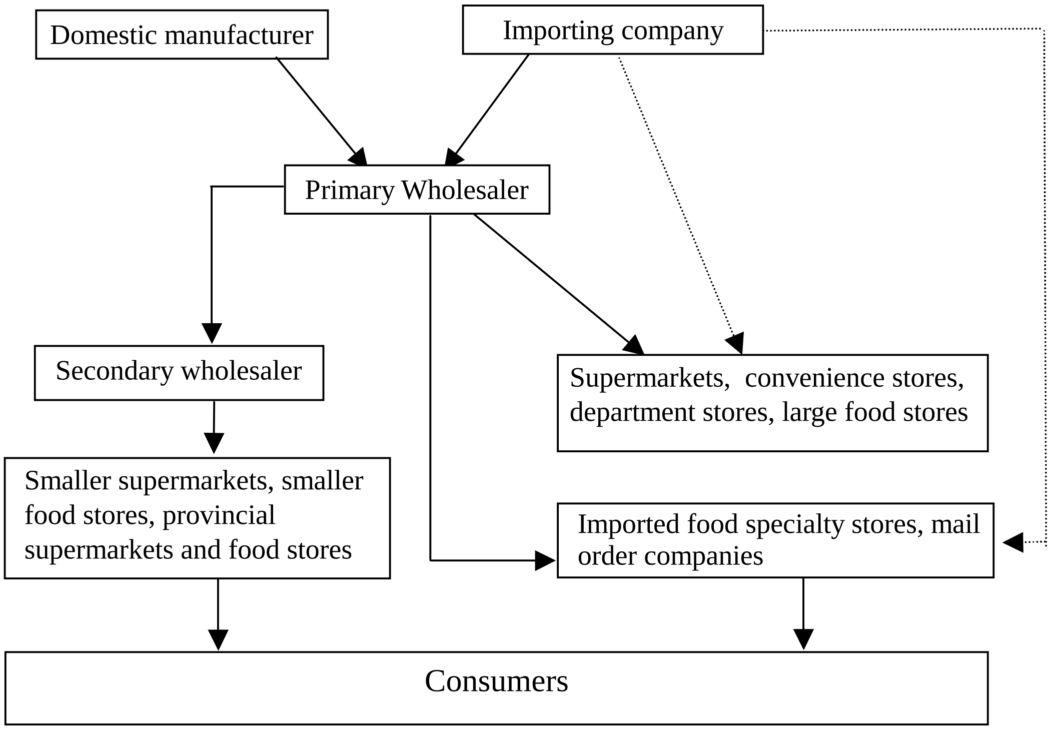
B. The Role of Wholesalers

Wholesalers play crucial roles in the Japanese food distribution system, with both warehousing and delivery of particular importance. Currently, common business practice among Japanese retailers, regardless of company size, is to minimize merchandise stock and buy the necessary amount at the necessary time. Volume sales retailers usually handle tens of thousands food items, and some smaller retailers even deal in thousands of items. If these stores place such vast numbers of orders directly with manufacturers or importers, they will not only need to deal with an astonishing number of suppliers, but will also be saddled with a tremendous amount of paperwork. Therefore, the presence of wholesale companies that handle warehousing and order/delivery of products represents a great convenience to retailers.

Retailers, in particular, cannot function without such wholesalers, particularly because of their low prices and great variety of merchandise. It is less costly to buy through wholesalers, even considering the handling commissions.

These are the reasons that wholesalers are indispensable to Japanese food retailering. In fact, almost all merchandise is distributed through wholesale companies.

Figure 2. Distribution Route



C. Distribution Margins

Depend upon company scale and business type, but the gross profit of Japanese retailers is generally 30-35%. Wholesaler margins are decided by such factors as the scale and creditworthy of the retailer’s company, or by the yearly amount of business with the wholesaler. For confectioneries and snacks items, large wholesalers charge roughly 12% and smaller ones about 15%. Importers usually add an extra 15-20% as well.

Here is a price setting simulation of foreign confectioneries and snacks going to Japanese consumers by way of importers and mediators through the most common distribution route: importer - primary wholesaler - secondary wholesaler - retailer - consumer. Assuming average gross profits of 15% for the importer, 12% for the primary wholesaler, 15% for the secondary wholesaler, 30% for the retailers the importer’s buying price should be around 45 yen for an item that retails for 100 yen.

In actuality, adding import tax, overseas companies who try to export confectioneries and snacks to Japan have to be able to offer a CIF price of some 40% of retail price to the Japanese importers in order to successfully penetrate the Japanese market.

D. Custom of Merchants

There is a widely recognized business practice in Japan in which food manufacturers give each of their clients (wholesalers and retailers) a certain rate of kickback according to the value of business done. This practice encourages wholesalers and retailers to buy more from the manufacturer, making this practice quite an effective sales promotion tool for manufacturers. This is rarely applied where imported goods are concerned, but could be a useful strategy for potential exporters, if applied properly.

E. Sales Promotion Campaigns

There are various sales promotion campaigns, including tasting campaigns of new products, by manufacturers or importers in cooperation with wholesalers and retailers.

The following are typical sales promotion events in the confectioneries and snack foods industry.

1. The general confectioneries and snack foods industry

"O-kashi (confectioneries and snack foods) Festival ": held every year in November at Tokyo Big Sight, sponsored by the All Nippon Kashi Association and the Japan Confectionary wholesalers Association (JCWA) Exhibition and sales campaign for consumers.

2. The chocolate industry

The Chocolate & Cocoa Exhibition is held every year in February at the "Consumers' Room" on the 1st floor of the Ministry of Agriculture, Forestry and Fisheries building, sponsored by the Ministry of Agriculture, Forestry Fisheries and the Japan Chocolate & Cocoa Association.

3. The Biscuit (Cookie, Cracker and Pretzel) Industry

The Japan Biscuit Association has established February 28th as "National Biscuit Day" and promotes sales campaigns every year, which including advertisements in newspapers and magazines or POP installations at supermarkets. In 2000, the organization held a quiz contest and held a sweepstakes for the correct entries, with trips to Italy for the winners.

4. Chewing gum industry

Since the Heian period (794 - 1185), Japan has celebrated a traditional “tooth hardening day” on June 1st when people eat hard rice cakes. The Japan Chewing Gum Association has made that day “Chewing Gum Day,” and promotes it with sales campaigns that span a few days.

IV. Consumption Trends Seen in Consumer Surveys

The next section looks at confectioneries and snack foods consumption trends from a recent consumer survey (see Tables 8-11), conducted with housewives in an apartment complex in Hikarigaoka Parktown in Tokyo's northwest Nerima-ward, in October 1999, by The Japan Confectionary News. Though similar surveys were conducted with high school girls (Survey of High School Girls, 1998) and with single working women in their twenties, (Survey of Working Women, 1999) both by The Japan Confectionery Better Business Association, this report studies confection consumption trends in Japan mainly through a survey of housewives, the consumer group who most frequently buys confections.

A. Purchase and Consumption Frequency

The group with the highest purchasing frequency, representing 45.5% of all consumers, buys snacks "twice or three times a week," which is followed by the another group (26.5%) who buy confectioneries and snack foods "once a week". In consumption frequency, the largest group, 52.1%, eats confectioneries and snacks "everyday," which is followed by the group that eats them "twice or three times a week." The average Japanese housewife appears to purchase confectioneries and snacks two or three times a week and consumes some of them every day.

B. Place of Purchase

For housewives, supermarkets outdistance other shops as a place of purchase, coming to 85.7%. This is followed by confection shops (20.3%), and convenience stores with a surprisingly low share (13.9%). Both the High School Girls and Working Women surveys, on the contrary, yielded a very different outcome: convenience stores made up the majority, 82.5%, of purchases by high school girls and 64% by working women, while supermarkets were 6% and 19% respectively – quite the opposite of the housewives survey (see Table 8).

C. The Most Purchased Confectioneries and snack Foods

The most purchased confectioneries and snacks are chocolates in all three groups, but the lower ranking entries vary a great deal, depending on the group (see Table 9).

D. Criteria of Purchase

The criteria for purchases are, first “price,” then “quality,” next “taste,” then “best before date finally the “date of production,” in this order (see Table 10).

Table 8. Places of Purchase for Confectioneries and Snacks

	Supermarkets	Convenience Stores	Confectionery shops; others
Housewives	85.7%	13.9%	20.3%
Working women in their 20s	19.0%	64.0%	17.0%
High school girls	6.0%	82.5%	11.5%

Source: Consumer questionnaire by The Japan Confectionary News and the Japan Confectionery Better Business Association（multiple answers for housewives）

Table 9. Frequently Purchased Favorite Confectioneries and Snacks

Rank	Housewives	Working women in their 20s	High school girls
1	Chocolates	Chocolates	Chocolates
2	Rice crackers	Western cakes	Snacks
3	Snacks	Chewing gums	Chewing gums
4	Potato chips	Snacks	Candies
5	Japanese and Western cakes	Rice crackers	Western cakes

Source: same as Table 8

Table 10. Consumer Survey on Confectioneries and Snack Foods (Housewives)

（Q1）How often do you buy confectioneries and snack foods?

1) Twice or thrice a week ············ 45.5%
2) Once a week ······················ 26.5%
3) Everyday ························ 17.9%
4) Twice a month ····················· 3.4%
5) Seldom ·························· 1.7%
6) Thrice a month ··················· 1.0%

（Q2）What flavors do you like? (plural answers ok)

1) Salt ······························ 52.7%
2) Soy sauce ························ 47.9%
3) Sugar ···························· 41.6%
4) Cheese ·························· 38.5%
5) Chocolate ························ 37.2%
6) Butter ··························· 30.8%
7) Seaweed ························· 30.5%

（Q3）What is the main criterion influencing your purchase of confectioneries and snack items? (plural answers ok)

1) Price ···························· 74.7%
2) Quality ·························· 57.9%
3) Taste ···························· 43.5%
4) Best before date ················· 40.0%
5) Date of production ··············· 32.0%
6) Bargain sale ····················· 30.3%
7) Safety ··························· 30.2%
8) Maker ···························· 26.3%

（Q4）How do you buy confectioneries and snacks? (plural answers ok)

1) I buy them if they are tasty, even if they’re expensive ························ 43.0%
2) I buy them if they are tasty, even if the quantity is small…………………40.6%
3) I buy an amount I can finish ·········· 20.0%
4) I don’t buy them if they are expensive · 18.7%
5) I buy them if they are cheap and the volume is large ························· 15.2%
6) I buy them if they are cheap, even if the volume is small. ···················· 5.3%
7) I buy them if they are cheap, even if they are not tasty ······················ 0.7%

No answer ··························· 2.7%

Source: The Japan Confectionary News（January 2000）

Table 11. Consumer Survey on Imported Confectioneries and Snacks (Housewives)

(Q1) Do you want to eat imported confectioneries and snacks as well? 1) Satisfied enough with domestic confectioneries and snacks ········ 32.6% 2) Doesn't matter ·················· 30.3% 3) Want to eat imported confectioneries and snacks also ······················ 25.6% 4) No answer ······················ 11.6%	(Q2) What do you think of the freshness of imported confectioneries and snacks? 1) Average ···························· 48.5% 2) Bad ································ 18.8% 3) Good ································ 1.3% 4) No answer ························· 31.4%
(Q3) Which imported confectioneries and snacks do you want to eat? 1) Chocolates 2) Biscuits 3) Candies 4) Others 5) Chewing gum 6) No answer	(Q4) What do you think of the price of imported confectioneries and snacks? 1) Expensive ························· 30.6% 2) Average ·························· 22.3% 3) Reasonable ························ 11.0% 4) Prices are going down ················ 4.7% 5) Unchanged ························· 4.0% 6) No answer ························· 27.3%
(Q5) How do you like the taste of imported confectioneries and snacks? 1) Average ························ 33.6% 2) Bad ···························· 29.5% 3) Good ··························· 14.1% 4) No answer ······················ 22.8%	(Q6) Do you buy imported confectioneries and snacks more often, or less often than you used to? 1) Unchanged ························ 51.4% 2) Less often ························ 15.1% 3) More often ························· 6.8% 4) No answer ························ 26.8%

Source: same as Table 10

E. Confectioneries and snacks Foods Expenditure

Table 12 is based on a "Household Expenditure Survey" by the Management and Coordination Agency (from 2001, the Ministry of Public Management, Home Affairs, Posts and Telecommunications.) The survey states that the confectioneries and snack foods expenditures is around 8% of the total spent on food.

Table 12. Expenditures on Confectioneries and Snacks Among Household Expenses

Item / Year	Food (A)	Confectioneries and snacks (B)	(B) / (A)
	(Yen)	(Yen)	(%)
1997	1,033,373	83,104	8.0
1998	1,027,293	81,523	7.9
1999	1,005,973	80,279	8.0

Source: "Household Expenditure Survey" by the Management and Coordination Agency (the entire nation, all households)

F. Consumers Survey on Imported Confectioneries and snack foods

The above are surveys on confectioneries and snack foods in general, but The Japan Confectionary News also did a survey on imported confectioneries and snack foods, which is shown in Table 11.

V. The Present Status of Sales and Consumption and Future Prospects

Production and consumption trends of confectioneries and snacks in the last decade have shifted from mass-production/mass-consumption to small packages and increased variety, and this parallels the trends of food in general. The pioneer in mini-pack merchandise was a new chocolate series "Pick Pack" by Ezaki Glico Co., Ltd. in 1997, a low-priced (80-yen) package containing a small amount. In January 1998, Yamazaki Nabisco Co., Ltd. put 100 yen / 50g crackers, "Ritz Bits Sandwiches," on the market, and mini-pack biscuits started to become trendy items from that point. Since mini-packs have become tremendously popular for consumer, as well as their reasonable prices of around 100 yen, this trend has started to spread to confectioneries and snack foods, too.

Another important recent trend is that containers have shifted from bags to cups. The most influential product in that regard has been new potato chips "Jagariko" by Calbee Foods Co., Ltd.. Cups are not entirely new, but the extensive use of cups for "Jagariko" has made it a great hit and other confectioneries and snacks manufacturers have also begun using cup containers. Cup containers have been well received, especially by active young people, because of the small amount, the neatness factor (hands don't get sticky) and the handiness (easy to carry), so the usage has spread to many other items. They also are well received by retailers, especially by convenience stores, because they take up less space in the shops and are easy to display.

While two of the recent significant trends are smaller amounts that suit individual consumption and the use of cups as containers, trends toward "softer" and "lighter" confectioneries and snacks foods should also be noted. Recently consumers prefer softer foods, and this is quite true with confectioneries and snacks. Also, recently, "lighter" foods (confectioneries and snacks that are less sweet, and less salty) are very much appreciated. Accordingly, popular confectioneries and snacks should be soft and light items in cups. This trend seems likely to last.

The next area to examine is the sales and consumption trends of domestic and imported confectioneries and snacks.

A. Domestic Confectioneries and Snack Foods

1. Chocolate

An explosive cocoa boom erupted coinciding with a TV program that started in the autumn of 1996. In 1997, research on the health benefits of polyphenol in cacao were presented at the International Chocolate & Cocoa Symposium, which augmented consumer interest in polyphenol found in cocoa as well as in wine. Thus, the old idea that chocolates are simply fattening and promote tooth decay was cast aside, and chocolate production rose more than 5% over the previous year both in volume and value in 1999. Typical popular items are “Pokky” (Ezaki Glico Co., Ltd.), “Kit Kat” (Nestle Mackintosh KK), “Milk Choco” (Meiji Seika Kaisha, Ltd.), “Ghana” and “Bikkuri Man” (Lotte Co., Ltd.), and “Choco Ball” (Morinaga & Co., Ltd.). The giveaway cards that come in “Bikkuri Man” are highly sought after, and consumers buy the product in order to collect cards, not to eat the chocolate. The top maker of domestic chocolates is Meiji Seika Kaisha, Ltd., whose 1999 shipments totaled 75 billion yen. This is followed by Lotte Co., Ltd. (60 billion yen), Morinaga & Co., Ltd.(40.5 billion yen), Ezaki Glico Co., Ltd. (35 billion yen), and Fujiya Co., Ltd. (18.2 billion yen). (Figures estimated by Nikkan Keizai Tsushin Co., Ltd.).

Liberated from the old unhealthy image, chocolate can be expected to sell better than other sweets. However, unless the new product is distinguished, it is very difficult to penetrate this market since it is already overflowing with both domestic and imported products. New items such as chocolate that are nutritious supplements, or items with attractive giveaways, can be expected to be powerful performers.

2. Biscuits (Cookies, Crackers and Pretzels)

Production and shipping amounts in the biscuit (cookie/cracker/pretzel) sector had been leveling off over the past few years, but consumption has started recovering recently owing to a dramatic renewal of long-selling brands and by the rapid popularization of small packages. Soft cookies have been especially successful, and that share of the entire biscuit (cookie/cracker/pretzel) market exceeded 30%. Typical items are the “Clara” series from Morinaga & Co., Ltd. and “Country Ma’am” from Fujiya Co., Ltd. . Biscuits specialty manufacturers like Tohato, Inc. and Itoh Biscuits Co. have also been successfully increasing sales of soft cookies.

Biscuit containers have recently exhibited two noticeable tendencies: the first is a shift from long oblong packages to vertical boxes, and the other is the movement toward smaller packages, reflecting trends toward individual instant consumption. Popular items are the “Petit series” of Bourbon Corporation, Japan, “Ritz” and “Premium Crackers” from Yamazaki Nabisco Co., Ltd., “Choco Pie” and “Little Chocola” from Lotte Co., Ltd., “Country Ma'am” and “Home Pie” from Fujiya Co., Ltd., the “Clara series” from Morinaga & Co., Ltd. and “Mini All Raisin” and “Mini Harvest” from Tohato, Inc..

The top cookie manufacturer is Bourbon Corporation, Japan, with estimated 1999 shipments of 52.5 billion yen. This is followed by Yamazaki Nabisco Co., Ltd. (28.8

billion yen), Lotte Co., Ltd. (23 billion yen), Morinaga & Co., Ltd. (17 billion yen), and Fujiya Co., Ltd. (12.3 billion yen). (Figures estimated by Nikkan Kezai Tsushin Co., Ltd.).

There are good prospects for products that identify user groups and consumption purposes. An example is the “Premium Cracker” by Yamazaki Nabisco Co., Ltd., which is intended to accompany wine and cheese.

3. Chewing Gum

Chewing gum production has been slow for the past few years both in value and volume. Recently, however, the products have changed dramatically, particularly since the advent of the natural sweetener xylitol, which is less harmful to teeth. Xylitol was permitted as a food additive by the Ministry of Health and Welfare (from 2001, “Ministry of Health, Labor and Welfare”) in April 1997. Once this became a viable additive for sweets, the production of xylitol chewing gum grew rapidly and grew to over 30 billion yen by 1999, which represents more than 70% of the entire sugarless gum market. This caused tremendous production decreases for conventional types of sugarless gum. Thus, the large increase of sugarless gum in the entire gum market over the past few years is due to the growth in xylitol gum, while conventional types of sugarless gum have dwindled.

Popular gum varieties are “Green Gum,” “Cool Mint Gum” and “Black & Black,” by Lotte Co., Ltd. “Trident” and “Clorets” by Warner-Lambert Inc. and “Xylish.” by Meiji Seika Kaisha, Ltd.. The top manufacturer, Lotte Co., Ltd. has annual sales of about 80 billion yen, which is about 70% of the entire market. This is followed by Warner-Lambert Inc. (15 billion yen), Ezaki Glico Co., Ltd. (9 billion yen), and Meiji Seika Kaisha, Ltd. (9 billion yen). (Figures estimated by Nikkan Kezai Tsushin Co., Ltd.).

Presently, sugarless gum accounts for 30% of the entire gum market, and it is estimated to reach nearly 50% within the next few years. Hereafter, gum products with special benefits, such as aiding in preventing halitosis and bad teeth, eliminating drowsiness, or cleaning teeth are expected to be items that are well received.

4. Candy

The candy market has become greatly diversified by the entry of companies from other industries, such as beverage and pharmaceutical companies, who have joined the ranks of old specialty makers and local provincial candy makers. In hard candy, both fruit and mint flavored, the lack of hit products has contributed to declining sales in the past few years.

The candy market, as well as the chewing gum market, has recently been welcoming sugarless items recently. Even products that could no longer be called as candies, such as vitamin supplement drops, have appeared on the market. Among the soft candies, yogurt candies are popular, a typical example being “High-chu” by Morinaga & Co., Ltd. Other popular items are “Chelsea,” by Meiji Seika Kaisha, Ltd. Kanro brand throat lozenges and Lotte brand throat lozenges. Along with throat lozenges as key merchandise, vitamin supplement drops and sugarless candy are sure to be popular in the future candy market.

5. Snack Foods

The best selling snack foods are potato chips (made from slices of fresh potatoes), with annual shipments estimated at 80 billion yen. In this market, as well as with biscuits (cookies/crackers/pretzels), products sold in small cup containers are rapidly increasing. As mentioned previously, this trend started with the big hit Calbee Foods Co., Ltd. had with “Jagariko,” for which 1999 shipments came to 16 billion yen. This product consists of potato sticks in a cup having the size of a Cup Noodle container. Consumers have been very attracted to the product, because the cup-shape containers are easier to carry and the amount has been adjusted to one-sitting consumption by a single person. The product also has succeeded as “a new sensation to the tongue and teeth.” Following this huge triumph, other manufacturers, one after another, have started selling their products in cups. As cup containers have become increasingly popular, items in larger bags are selling less. This trend seems likely to continue in the future.

Table 13. Major domestic confectioneries and snack foods brands

Product	Item	Manufacturer	Contents (g)	Retail price (yen)
Glico Pocky	Chocolate	Ezaki Glico	82	138
Kit Kat	Chocolate	Nestle Mackintosh	44	100
Choco Ball	Chocolate	Morinaga Seika	34	60
Bikkuri Man	Chocolate	Lotte	30	60
Throat Lozenges	Candy	Kanro	41	100
Chelsea	Candy	Meiji Seika	103	185
Premium Cracker	Biscuit	Yamazaki Nabisco	176	250
Petit Cheese	Biscuit	Bourbon	48	75
Choice	Biscuit	Morinaga	155	158
Choco Pie	Biscuit	Lotte	81	138
Country Ma'am	Biscuit	Fujiya	160	278
Harvest All Raisin	Biscuit	Tohato	144	138
Potato Chips	Snack	Calbee	90	132
Kappa Ebisen	Snack	Calbee	90	118
Jagariko	Snack	Calbee	63	100
Potato Chips	Snack	Koikeya	100	132
Caramel Corn	Snack	Tohato	159	148
Karl	Snack	Meiji Seika	86	108
Pote-long	Snack	Morinaga	52	120
Chip Stars	Snack	Yamazaki Nabisco	115	220
Green Gum	Gum	Lotte	36	100
Xylish	Gum	Meiji Seika	17	120

Source: Key Research Net Corporation

B. Imported Confectioneries and Snack Foods

Confectioneries and snack foods trade in Japan was liberalized in 1971, and in the three decades since, the imported confectioneries and snacks market has expanded greatly, with trade growing more than tenfold. The growth of domestic confectioneries and snacks production during the same period was 120% in volume and 405% in value (figures estimated by All Nippon Kashi Association). The ratio of imported confectioneries and snacks to domestic ones is only 3.1% in volume and 1.3% in value.

Considering Japan's high degree of dependent on import of food (60% on a calorie basis), the degree of confectioneries and snacks is extremely low. The following are possible reasons:

1. The Peculiarity of the Japanese Market

a. Difference in tastes

The majority of the imported confectioneries and snacks to Japan are from Western countries, and due to the differences in tastes between Japanese and Westerners, chances are slim that Western snacks, without any adjustment will be received well by the Japanese.

b. Abundance of variety

Confectioneries and snack foods in Western nations commonly are chocolates, biscuits, candies and salty confectioneries and snackss. In Japan, however, in addition to these, there are a variety of items peculiar to Japan; namely Japanese-style cakes, Japanese "Western-style" cakes, rice crackers, and rice confections. This makes it difficult for imported confectioneries and snacks to penetrate the market unless they are exceptionally attractive or distinguished items.

c. Distribution

The biggest sales spots for confectioneries and snacks in Japan are supermarkets and convenience stores, where few imported items are sold. Imported confectioneries and snacks are sold mostly at imported food specialty stores or imported confectioneries and snacks stores. This rather limited distribution route also makes it difficult to expand the sales of imported confectioneries and snacks.

d. High customs tariffs

Customs tariffs for imported confectioneries and snacks are rather high compared with other food. A low-end example is sugarless chewing gum (5%) and a high-end example is rice confections (34%). Most of the tariff rates are concentrated in the 10-25% level.

e. Volume of the contents

Foreign confectioneries and snacks generally are sold in large volumes per container, which does not quite suit the Japanese trend toward smaller packs for individual consumption.

f. Temperamental consumers

Japanese consumers are temperamental and tend to switch their enthusiasm toward new products constantly. Since imported goods require longer lead times, this

Japanese trend may cause difficulties.

2. Popular Imported Items

Table 14 shows the highest ranked imported brands of chocolates, biscuits (cookies/crackers/pretzels) and candies.

a. Chocolates

"Hershey" has been a synonym for imported chocolate in Japan and likewise the brand best known imported to Japanese consumers. "Snickers" and "m&m's" are quite popular, as well.

The most popular items among children recently are egg-shaped chocolates, which have tiny toys inside. Typical popular items are the Italian "Kinder Surprise" and "Choco Egg," and the Belgian "Wonder Capsule."

b. Biscuits (Cookies, Crackers and Pretzels)

The most popular selling items are pretzels from Snyder's (USA), which amounted to 700 tons in imports in 1999. The reason for this growth was the increase in items and sales at some convenience stores. Other popular items are "KJELDSENS" （Denmark）, "Pepperidge Farm" (U.S.A.) and "Walkers" (U.K.).

c. Candy

The bestseller among imported candy is "Chupa Chaps" (Spain), with 1,400 tons in imports in 1999. In addition to their long selling basic 30 yen item Chupa, they have introduced new products one after another (the big size "XXL" and "Chupa Painter," "Chupa Surprise" with a toy) and have successfully achieved good growth in sales.

Table 14. Highest Ranked Brands of Imported Confectioneries and Snacks in 1999

Categories and Brands	Place of origin	Import volume (tons)	Importers
Chocolates			
HERSHEY	USA	1,540	Hershey Japan
Hawaiian Host	USA	700	MAT Trading
Lindt	Switzerland	700	Rokko Butter
GODIVA	Belgium	900	Campbell Japan
m & m's	Australia	930	Master Foods
Snickers	Australia	1,030	Master Foods
Rocher Mon Cheri	Italy	1,500	Japan Ferrero
Biscuits			
KJELDSENS	Denmark	500	Takara Corporation
Royal Ballet	Denmark	200	Meidi-ya
Danish Ballet	Denmark	200	Meidi-ya
Snyder's	USA	700	Meiji Seika Kaisha
Pepperidge Farm	USA	350	Meidi-ya
Oreos, etc.	USA	200	Yamazaki Nabisco
Walkers	UK	290	Nisshoku
Hellema	Holland	150	Kitanoya
Candies			
Mentos	Holland	1,200	Warner-Lambert
Cadbury	UK	137	Cadbury Japan
Cavendish & Harvey	Germany	100	Nisshoku
Haribo	Germany	200	Ryoka Japan
Ricola	Switzerland	100	Nisshoku
Chupa Chaps	Spain	1,400	Morinaga & Co., Ltd.

Source: Nikkan Keizai Tsushin Co., Ltd.

C. Trends in Merchandise Development

The Japanese confectioneries and snacks market has been lagging behind for decades, without much success in new products. The major causes for this seem to be the lower birth rate and emergence of new foods that rival foods. Until the 1970s, confectioneries and snacks were something to fill an empty stomach. But nowadays, there are so many foods to fill that need, typically fast foods such as hamburgers and potato chips, or rice balls and intant noodle products. There are even foods that are somewhere between a solid meal and a snack, namely Energy Supplement. Such foods will prevail in the future. Considering the shrinkage of potential purchasers due to declining birth rate, the confection market does not seem to have a very rosy future.

To overcome these factors, it is important for the industry to develop new products that will break through the preconceptions of confectioneries and snack foods as nonessential foods or overthrow the old confectionaries and snacks image. Examples might be nutritiously supplemented confectioneries and snacks that can act as meal substitutes, snacks with health benefits, or products combined with toys.

Table 15. Major Imported Confectioneries and Snacks

Names	Item	Place of origin	Contents (g)	Retail price	Importer
Cote D’Or	Chocolate	Belgium	100	350	Kraft Japan
Roche	Chocolate	Italy	62	250	Japan Ferrero
HERSHEY	Chocolate	USA	240	800	Hershey Japan
Snickers	Chocolate	Australia	60	120	Master Foods
Kinder Surprise	Chocolate	Italy	60	500	Japan Ferrero
m&m’s	Chocolate	Australia	159	350	Master Foods
Hawaiian Host	Chocolate	USA	2 pieces	100	MAT Trading
Lindt	Chocolate	Switzerland	125	850	Rokko Butter
Godiva	Chocolate	Belgium	220	2,000	Campbell Japan
Pringles	Snacks	USA	170	300	P&G
Doritos	Snacks	USA	198	400	Japan Frito Lay
Snyders	Snacks	USA	311	500	Meiji Seika Kaisha
Pepperidge Farm	Biscuits	USA	170	450	Meidi-ya
Walkers	Biscuits	UK	250	580	Nisshoku
KJELDSENS	Biscuits	Denmark	454	1,500	Takara Corporation
Mentos	Candy	Holland	38	100	Warner-Lambert
Haribo	Candy	Germany	100	200	Ryoka Japan
Frisk	Liquid center candy	Belgium	7	200	Kanebo Foods
Court Fruits	Candy	UK	100	249	Cadbury Japan
Chupa Chaps	Candy	Spain	24 pieces 300g	630	Morinaga & Co., Ltd.

Source: Key Research Net Corporation

VI. Advice on Accessing the Japanese Market

A. Distinctive Products

While chocolates, biscuits and candies are most common in the West, the Japanese market indeed has various other items, including traditional Japanese confectionery, making it very competitive. In order to penetrate this tough market, imported goods must be something novel or unknown to Japan. A successful example is the egg-shaped chocolate "Kinder Surprise" from Italy.

B. Japanese Tastes

Not all fall into this category, but some imported confectioneries and snacks just do not fit Japanese tastes, which is one of the reasons imported confectioneries and snacks are not able to penetrate the Japanese market. Items popular overseas do not necessarily sell well in Japan. Potential overseas confectioneries and snacks manufacturers and exporters are advised to do thorough research as to whether their products would be well received by the Japanese. One of the more successful examples is the "Kit Kat" bar, where the product was adjusted to Japanese taste. Considering strategies like this sort of recipe adjustment is useful advice toward succeeding in business in Japan.

C. Response to the Individual Consumption Trend

While popular confectioneries and snacks in Japan today are sold in small packages or cup containers, imported biscuits and chocolates are mostly carried in larger packages. This is not very favorable for retailers. Some importers even import confectioneries in bulk and then repack them in locally produced smaller containers. Thus, small packages for individual use are another key to accessing the Japanese market.

D. Packaging Requires Special Care

Since most of the confectioneries and snacks are imported from the West, where the climate is often quite different from Japan, some packaging materials or methods may not be appropriate for hot and humid Japanese summers. Cargo to Japan may require extra care to prevent deterioration on a rather long voyage.

E. Never Running Out of Stock

Japanese supermarkets and convenience stores do not like an absence of stock. Even one such occasion where people revisit a store seeking a particular item they liked only to find it is out of stock can assure that customers stay away. This can irreparably damage consumer confidence in the store, however popular the item was. Supplying imported goods sometimes meets with such risks, due to rather long turnaround time involved from the placing of orders to the arrival of cargo. It is therefore very important always to be in contact with importers to prevent such incidents.

F. Organic Confectioneries and Snacks

Quite a few organic confectioneries and snacks such as chocolates and biscuits (cookies) are popular in Western countries, but are comparatively rare in Japan. It is expected that the organic food market will grow rapidly in Japan as well, as Japanese Agricultural Standard of Organic Agricultural Products processed Foods (the revised JAS) went into effect in June of 2000. This is a hopeful area for potential export to Japan, because Japanese manufacturers are not quite ready to provide this sort of production.

G. Combining Sales with Giveaway Items

There are numerous consumers who buy certain goods, such as “Bikkuri Man” or “Kinder Surprise,” in order to collect the giveaway items inside the packages, rather than eat the confectioneries and snack foods themselves. If giveaways are attractive enough, the merchandise surely can enjoy healthy sales. This could be one of the most powerful means to break into the Japanese market.

Ⅶ. Related Organizations and Companies

A. Related Ministries

General Food Policy Bureau
Agriculture, Forestry and Fisheries Ministry
1-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8950
Phone: 03-3502-8111(key number)
http://www.maff.go.jp/

Environmental Health Division Health Service Bureau
Ministry of Health, Labor and Welfare
1-2-2 Kasumigaseki, Chiyda-ku, Tokyo 100-8045
Phone: 03-5253-1111(key number)
http://www.whlm.go.jp

Bureau of Customs
Ministry of Finance
3-1-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8940
Phone: 03-3581-4111(key number)
http://www.mof.go.jp

All Nippon Kashi Association
JB Bldg. 6-9-5 Shinbashi, Minato-ku, Tokyo 105-0004
Phone: 03-3431-3115 Fax: 03-3432-1660

Japan Confectionery Better Business Association
JB Bldg. 6-9-5 Shinbashi, Minato-ku, Tokyo 105-0004
Phone: 03-3432-0385 Fax: 03-3578-8527

Japan Biscuit Association
JB Bldg. 6-9-5 Shinbashi, Minato-ku, Tokyo 105-0004
Phone: 03-3433-6131 Fax: 03-3433-6473

Japan Chewing Gum Association
JB Bldg. 6-9-5 Shinbashi, Minato-ku, Tokyo 105-0004
Phone: 03-3433-5213 Fax: 03-3432-8852

Chocolate & Cocoa Association of Japan
JB Bldg. 6-9-5 Shinbashi, Minato-ku, Tokyo 105-0004
Phone: 03-5777-2035 Fax: 03-3432-8852

B. Confectioneries and Snack Foods Makers

Meiji Seika Kaisha, Ltd.
2-4-16 Kyobashi, Chuo-ku, Tokyo 104-8002
Phone: 03-3273-3355 Fax: 03-3281-7046
http://www.meiji.co.jp/

Lotte Co., Ltd.
3-20-1 Nishi-shinjuku, Shinjuku-ku, Tokyo 160-0023
Phone: 03-3375-1211 Fax: 03-3375-1293
http://www.lotte.co.jp/

Morinaga & Co., Ltd.
5-33-1 Shiba, Minato-ku, Tokyo 108-8403
Phone: 03-3456-0112 Fax: 03-3769-6129
http://www.morinaga.co.jp/

Ezaki Glico Co., Ltd.
4-6-5 Utashima, Nishiyodogawa-ku, Osaka 555-8502
Phone: 06-6477-8351 Fax: 06-6477-8250
http://www.glico.co.jp/

Fujiya Co., Ltd.
7-2-17 Ginza, Chuo-ku, Tokyo 104-8181
Phone: 03-3572-4150 Fax: 03-3573-3867
http://www.fujiya-peko.co.jp/

Calbee Foods Co., Ltd.
1-20-1 Akabane-minami, Kita-ku, Tokyo 115-0044
Phone: 03-3902-1111 Fax: 03-3902-9131
http://www.calbee.co.jp/

Bourbon Corporation, Japan
4-2-14 Matsunami, Kashiwazaki-shi, Niigata 945-8611
Phone: 0257-23-2333 Fax: 0257-22-2005
http://www.bourbon.co.jp/

Kanebo Foods Ltd.
3-20-20 Kaigan, Minato-ku, Tokyo 108-0022
Phone: 03-5446-3291 Fax: 03-5446-3684
http://www.kanebofoods.co.jp/

Yamazaki Nabisco Co., Ltd.
1-26-2 Nishi-shinjuku, Shinjuku-ku, Tokyo 160-0023
Phone: 03-3344-6211 Fax: 03-3348-5620
http://www.mediagalaxy.co.jp/y-nabisco/

Tohato Inc.
2-1-1 Yoyogi, Shibuya-ku, Tokyo 151-0053
Phone: 03-5352-8088 Fax: 03-5352-8062
http://www.tohato.co.jp/

Koikeya Co., Ltd.
5-9-7 Narimasu, Itabashi-ku, Tokyo 173-0004
Phone: 03-3979-2145 Fax: 03-3979-5370

C. Importing Companies

Kitano Corporation
1-11-8 Oyodo-minami, Kita-ku, Osaka 531-0075
Phone: 06-6458-7801 Fax: 06-6453-0212
http://www.kitano-kk.co.jp

Kitanoya K. K.
1-16-12 Koishikawa, Bunkyo-ku, Tokyo 112-0002
Phone: 03-3814-5711 Phone: 03-3811-9087
http://www.kitano-kk.co.jp

MEIDI-YA Co., Ltd.
2-2-8 Kyobashi, Chuo-ku, Tokyo 104-0031
Phone: 03-3271-1111 Fax: 03-3274-4890
http://www.meidi-ya.co.jp

Takara Shoji Co., Ltd.
1-9-19 Kanda Kaji-cho, Chiyoda-ku, Tokyo 101-0044
Phone: 03-3254-0232 Fax: 03-3258-1292
http://www.tskk.co.jp

Suzusho Ltd.
23 Araki-cho, Shinjuku-ku, Tokyo 160-0007
Phone: 03-3225-1161 Fax: 03-3225-1160

Ryoka Japan Ltd.
6-1-1 Heiwajima, Ota-ku, Tokyo 143-0006
Phone: 03-3767-5351 Fax: 03-3767-5350

Nisshoku Co., Ltd.
9-10 Nozaki-cho, Kita-ku, Osaka 530-0055
Phone: 06-6313-1341 Fax: 06-6315-0184

Rokko Butter Co., Ltd.
1-3-13 Sakaguchi-dori, Chuo-ku, Kobe 651-0063
Phone: 078-231-4681 Fax: 078-231-4678

Arcane Ltd.
Daiyu Bldg. 2-9-10 Shiba, Minato-ku, Tokyo 105-0014
Phone: 03-5418-2912 Fax: 03-5418-2930

D. Wholesalers

Takayama Co., Ltd.
3-24-6 Nishi-asakusa, Taito-ku, Tokyo 111-8588
Phone: 03-3843-1811 Fax: 03-3844-3327
http://www.okashino-takayama.co.jp

Sun-Esu Inc.
3-2-17 Kahira, Adachi-ku, Tokyo 121-8633
Phone: 03-3605-6161 Fax: 03-3268-6300
http://www.san-esu.co.jp

Yamaboshiya Co., Ltd
3-3-25 Takatsu, Chuo-ku, Osaka 542-0072
Phone: 06-6644-8861 Fax: 06-6633-1110
http://www.arista.co.jp

Hasegawa Co., Ltd.
3-7-1 Kinshi, Sumida-ku, Tokyo 130-8501
Phone: 03-3829-0111 Fax: 03-3622-0745

Tanesei Co., Ltd.
1-12-7 Shindo, Naka-ku, Nagoya 451-0043
Phone: 052-563-8151 Fax: 052-563-8158

MEIDI-YA Co., Ltd.
2-2-8 Kyobashi, Chuo-ku, Tokyo 104-0031
Phone: 03-3271-1111 Fax: 03-3274-4890
http://www.meidi-ya.co.jp

Ryoka Japan Inc.
6-1-1 Heiwajima, Ota-ku, Tokyo 143-6543
Phone: 03-3767-5351 Fax: 03-3767-5350

KOKUBU & Co., Ltd.
1-1-1 Nihonbashi, Chuo-ku, Tokyo 103-8241
Phone: 03-3276-4251 Fax: 03-3271-1864
http://www.kokubu.co.jp

Kato Sangyo Co., Ltd.
9-20 Matsubara-cho, Nishinomiya-shi, 662-0912
Phone: 0798-33-7650 Fax: 0798-22-5637
http://www.katosangyo.co.jp

E. Related Shows and Exhibitions

FOODEX JAPAN

Sponsor: Japan Management Association
Address: 3-1-22 Shiba-koen, Minato-ku, Tokyo
Phone: 03-3434-8116 Fax:03-3434-8076
http://www.jma.or.jp/FOODEX/
Place: Makuhari Messe (Makuhari, Chiba)
Dates: Once every March

Consumer’s Room - “Chokorate & Cocoa Week”

Sponsor: Agriculture, Forestry and Fisheries Ministry / Japan Chokorate & Cocoa Association

Address: 1-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8950

Phone: 03-3502-8111 Fax：03-3502-0614

Place: Consumer’s Room (Agriculture, Forestry and Fisheries Ministry)

Dats: Once every February

International Food Fair (IFF) in Kitakyushu

Sponsor: International Food Fair Committee

1-1 Jonai, Kita-ku, Kokura, Kitakyushu 803-0813

Phone: 093-582-4101 Fax: 093-581-9352

http://www.kix.or.jp/iff

Place: West Japan General Exhibition Center (Kokurakita-ku, Kitakyushu)

Dates: Once every 2 years in Fall（in the even years）

O-kashi Festival

Sponsor: All Nippon Kashi Association

Address: JB Bldg. 6-9-5 Shinbashi, Minato-ku, Tokyo 105-0004

Phone: 03-3431-3115 Fax: 03-3432-1660

Place: Tokyo Big Sight

Dates: Once every November

Food Design Show

Sponsor: The Japan Health Industry News Co., Ltd.

Address: Kanda Horii Bldg. 2-3-3 Kanda-kajicho, Chiyoda-ku, Tokyo 101-0044

Phone: 03-5296-1011 Fax: 03-5296-1010

Place: Tokyo Big Sight

Dates: Once in every Fall

Japan Food

Sponsor: Osaka International Trade Fair Commission

Address: 1-5-102 Nanko-kita, Suminoe-ku, Osaka 559-0034

Phone: 06-6612-1212 Fax: 06-6612-8585

http://www.oitfc.fair.or.jp

Place: Intex Osaka

Dates: Once every 2 years in Fall（in the even years）