

SESSION 3

CONSUMER TRENDS AND EXPANSION OF TROPICAL FRUITS IN THE GLOBAL MARKET

CONSUMER AND MARKET TRENDS FOR TROPICAL FRUITS IN JAPAN

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ABSTRACT

Tropical fruits are gaining popularity in Japan. Banana remains as the conventional tropical fruit in Japan and is a significant part of imported fruits. On the other hand, a variety of exotic fruits have been imported to Japan primarily due to improvement in supply chain management, for instance, cold chain process. Overall quantity of imported fresh and dried fruits in 2019 was stable and growth rate was 2.2%, although value-based result was almost flat (-0.2% vs. prior year). On a crop basis, some products increased by 26%-30% in quantity. As a typical commodity product in the Japanese market, the imported quantity of bananas covered 57% of imported fruits for 2019 according to government statistics. High value tropical fruits are also available in the Japanese market, however, imported quantity of mango only covered a mere 0.4% in 2019. In terms of local production, more and more farmers have been focusing on tropical fruits production in their fields. Farmers are looking for new opportunities to sustain and grow their businesses. Based on these circumstances, more farmers are participating in the cultivation of tropical fruits such as mango, papaya, passion fruit, etc. Tropical fruits have been cultivated for a long time in the southern part of Japan. Due to global warming, the northern limit of tropical fruit cultivation has been moving further to the north, and this situation can be a leverage to the tropical fruit market in Japan. As the interests on tropical fruits are growing both in consumer markets and in local fruit production, the import market of tropical fruits is expected to provide more opportunities in Japan. The key driver to make this happen is to meet customers' needs. For example, imported tropical fruits can compete with local suppliers in Japan as long as the products are better in terms of quality, brix, appearance etc. In addition to attractive, protective packaging.. Additionally, certification for Good Agricultural Practice (GAP) has become increasingly common and accepted in Japan, to convince consumers of product safety. In terms of quarantine, Exporters also need to ensure that quarantine requirements in regulations provided by the Japanese Government are adhered to reduce the risks of pests and diseases.

Keywords: Appearance, brix, GAP, high value, import, quality, quarantine, tropical fruits