

Frozen Foods

July 6, 2017

~ “HEALTH” AND “FUNCTIONALITY” ARE THE FOCUS OF THE FROZEN FOOD INDUSTRY ~

According to the Japan Frozen Food Association, domestic production of frozen food in 2016 (January to December) reached the record level of 1,554,265 tons (102.3% of the preceding year), with a factory shipment value of JPY687.1 billion.

	No. of factories		No. of firms		Quantity		Amount	
		Year on year	Ton	Year on year	(ton)	Year on year	(100 million yen)	Year on year
2006	778	95.3%	641	95.3%	1,545,204	100.4%	6,656	99.5%
2007	746	95.9%	613	95.9%	1,527,564	98.9%	6,662	100.1%
2008	731	98.0%	596	98.0%	1,471,396	96.3%	6,662	100.0%
2009	647	88.5%	533	88.5%	1,396,035	94.9%	6,365	95.5%
2010	599	92.6%	488	92.6%	1,399,703	100.3%	6,284	98.7%
2011	572	95.5%	463	95.5%	1,417,907	101.3%	6,300	100.3%
2012	523	91.4%	437	91.4%	1,476,368	104.1%	6,433	102.1%
2013	513	98.1%	422	98.1%	1,550,085	105.0%	6,774	105.3%
2014	511	99.6%	419	99.6%	1,541,891	99.5%	6,805	100.5%
2015	480	93.9%	416	99.3%	1,519,883	98.6%	6,870	101.0%
2016	476	99.2%	414	99.5%	1,554,265	102.3%	6,871	100.0%

Sources: Japan Frozen Food Association

The consumption volume of frozen food was 1,554,265 tons from domestic production, 943,211 tons of imported frozen vegetables, and 230,735 tons of processed frozen foods, for a total of 2,728,211 tons (101.7%).

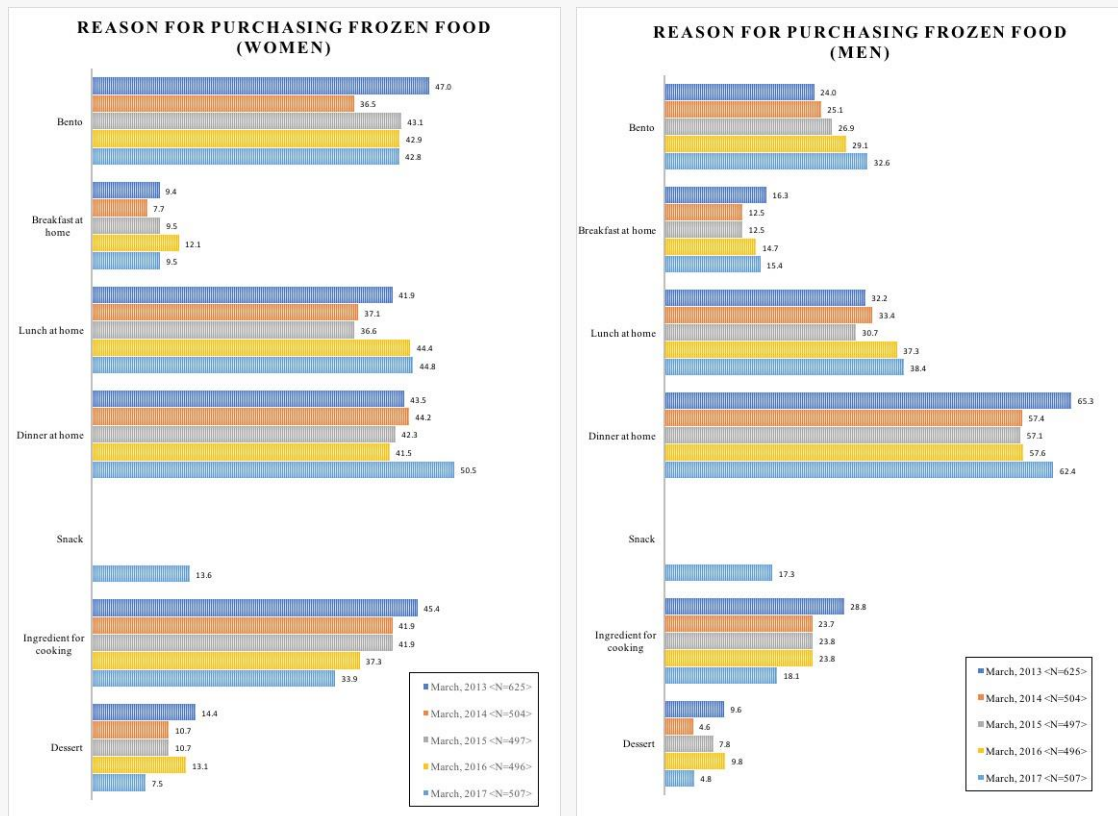
Dividing that total by the total population (126,933,000 people) produces a per-capita consumption figure of 21.5kg/year, up 0.4kg on the preceding year.

Total volume for business use was 917,652 tons, increasing for the first time in two years, while value was JPY398.5 billion, also up for the first time in two years. Domestic consumption was 636,613 tons, with a value of JPY288.5 billion, the second consecutive year of volume growth, building a stable market.

The trend in frozen foods for domestic use has shifted in recent years, away from boxed lunches and towards meals at the dining table. Frozen foods used to be mainly foods to add to boxed lunches, but as more meals are eaten outside the home due to factors such as the rise of two-income households, and the related demand for food stocks, there has

been a gradual increase in use of frozen foods in prepared dishes. Companies are concentrating their efforts on developing products for the dining table.

The survey on “How frozen foods are used”, conducted annually by the Japan Frozen Food Association, targets 1,250 men and women nationwide aged 25 or older. Compared to the last survey and previous instances, there has been a major increase in “dinner eaten at home” in both men and women, and attention on prepared dishes seems likely to go on rising.



Sources: Japan Frozen Food Association

In that context, the first branch of Picard, a specialist frozen food shop originating in France, opened in Aoyama, Minato ward, Tokyo in November 2016. Other than the store, it has an online shop, making it easy to order products from anywhere in Japan, so it is attracting a lot of attention.



Petit Picard at AEON Shinonome

The best-selling products in the store include “croissant” (55g x 10 for JPY843), “summer vegetable gratin” (tomato, zucchini, onion, paprika, eggplant, 220g. JPY538), “four varieties of appetizer mini-pies” (30 pies, JPY735), and “four varieties of macaroon” (16, total weight 160g, JPY1,383).



From Picard website

The themes of “health” and “functionality” are the focus of the frozen food industry too, with developments such as the launch of “function-labeled frozen foods” since fall of 2016.

In November 2016, Nissui launched Japan’s first functional frozen foods. The “Healthy EPA Life From The Sea” Series of products contain EPA and DHA to lower neutral fat levels.

Nissui have been developing a succession of products around the three themes of “health”, “time saving, individual servings, and the senior market”, and “petit premium”.