

Seasonings, Spices and Other Ingredients

July 14, 2011

INTRODUCTION / OLIVE OIL / PASTA SAUCE / SOUP

Introduction

Single purpose seasonings used for a certain dish is getting attention in the market. In addition to the mainstream seasonings for Chinese dishes, soy sauce based seasonings for Japanese dish and European style tomato or demi-glace sauce, and entirely new seasonings for steamed & microwave-use dishes are now being actively suggested. Some people say



that it would be possible to make real Chinese food without troublesome preparations, as long as you buy the ingredients, and this matches the needs for busy housewives who want to make a handmade dish.

The domestic market size is over 50 billion yen, and the industry will grow along with the aging society and more women's participation in society.

The graph below shows the changes in the market of tomato related products. The largest is ketchup, but "others" is growing as well. This includes hot-pot dishes and single purpose seasonings.

Change of Market Scale for Tomato Related Products

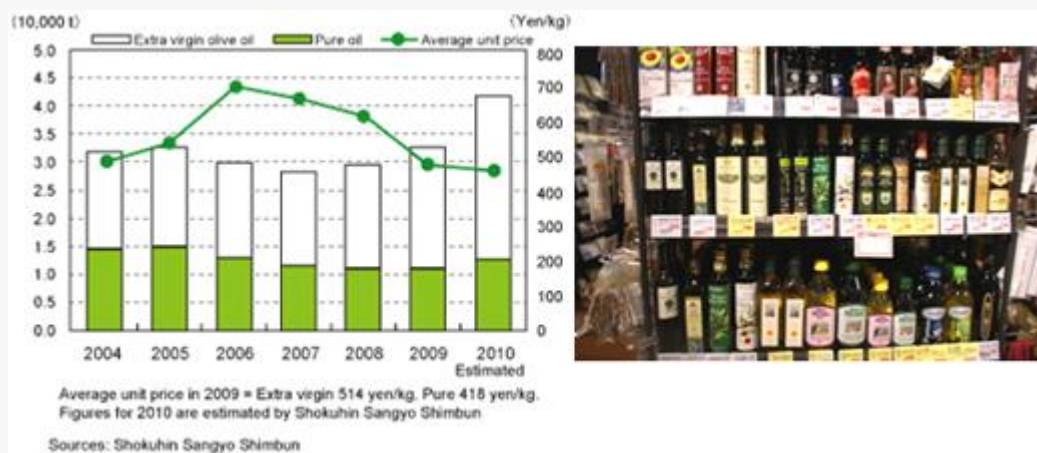
unit: 100 million yen

	2008	2009	Y/Y (%)
Tomato seasonings	315	321	102
Tomato ketchup	213	206	97
Whole tomato	56	58	105
Tomato sauce	16	17	108
Tomato puree	5	6	110
Salsa	1	1	98
Pizza sauce	23	25	108
Others	1	7	722
Total of sauce	259	255	98
Total of pasta sauce	337	335	99

Sources: Shokuhin Sangyo Shimibun

Olive Oil

The home use olive oil market grew to 17.5 billion yen in 2009, and almost reached 20 billion yen in 2010. Dishes using olive oil expanded, and more households are buying it. There are different ways to use olive oil and it is "not just a boom, but starting to become stable." In mass retailers, high priced olive oils are doing well and numbers of items are also increasing. The annual imported quantity in 2010 of Extra increased 37% to 29,000 tons, Pure increased 11% to 13,000 tons, and in total increased 28% to 42,000 tons reaching the highest record. On a country basis, Italy has 49% of the total share, followed by Spain 43%, Turkey 5.7% and Greece 1.2%.



Pasta Sauce

With firm pasta consumption, the domestic pasta sauce industry reached 34 billion yen in 2010. In addition to the sauce that you simply mix with the pasta, high quality types that are particular about ingredients and packed in pouches or jars pulled the market. Sealed plastic pouches take up 40% of the market. General products like meat sauce are changing into cans because of the larger quantities, but others are changing into packages that are easier to use and ones where you can add your own ingredients. On the other hand, high quality Italian pasta sauce with particular focus on ingredients for one-serving use is also becoming high in demand.

Soup

The consumption base of domestic soup market is 90 billion yen. Looking at the different types, powdered soup that you add hot water to such as potage or cream takes up 35% of the market. Knorr is the top share. "Vegetable potage" series is doing well with the vegetable consuming boom of the recent years and Ajinomoto uses abundant vegetables with high nutrients. "Snack soups" have been doing well in the market. This became popular after Ajinomoto's "soup pasta". Currently, bean starch noodles are in the center.

