

Vegetable & Fruits

June 25, 2013

CANNED FRUITS & VEGETABLES, AND RETORT POUCH FOOD ~SAFE, LIGHT, AND EASY TO DISPOSE POUCHES AND PAPER PACKAGES ON THE RISE~

Domestic consumption of canned and bottled foods are divided into household consumption and business use. Recent domestic consumption volumes of canned goods including beverages such as fruit juice and coffee (not including beer, carbonated beverages, and sports beverages) as well as imported products are estimated to be around 4.05 million tons. The annual per capita consumption volume is about 31.6kg, which are 126 cans if the content is 250g each. Canned and bottled foods not including beverages are about 7.6kg, 32 cans.

While boil-in-the-bag meals have a shallow history compared to canned foods, they are gradually increasing its volume in Japan since its first appearance in 1968. Currently, the consumption volume is 330,000 tons, and the per capita consumption is 2.6kg, or 14 bags if each bag is 180g. This is about 1.2 times of 10 years ago, which was 2.1kg or 12 bags, and is estimated to make further growth.

With canned, bottled, and boil-in-the-bag foods, there are variety of types: already cooked types that could be eaten right away, ones that could be used as an ingredient of a dish, and ones that can be eaten as a snack or desert, as well as different types of beverages, soups, and seasonings. Therefore, in addition to household consumptions, there is large demand for the restaurant industry such as hotels, restaurants, cafes, and dining car of trains, as well as mass feeding such as schools, factories, and hospitals.



One of the most popular tropical fruit is mango. It is sliced and has the right sweetness as it is put into light syrup. Packed locally at a Thai factory, it is a popular product of Hotei Foods Corp.



This is a mix of 3 tropical fruits: pineapple, papaya, and guava. It could be used as a yogurt topping or for fruits juice. It is packed locally at a Hotei's Vietnamese factory.



Pineapple that grew under the sunlight of the tropical country is sliced and put into heavy syrup at a local factory of Thailand. This is also one of Hotei's popular products.

Looking at the import situation of canned goods in 2012, canned fruits fell 1.4% on a volume base, while canned vegetables rose 3.6%. The reason for the drop of canned fruits is due to the decrease of peach, pineapple, and citrus, the main 3 items in component ratio. Despite this fact, the total of value made a significant 7.4% increase. This is due to the rise in price of peach and citrus in China, a major importing country. In China, the production cost is rising sharply because of the increase of minimum wage. For canned vegetables, the largest volume is bamboo shoots (main importer is China) rose 5.4% in value while volume was similar to last year.

A similar sharp minimum wage increase took place in Thailand, which is the main importer of canned pineapples. This movement is spreading to other Southeast Asian countries that produce canned pineapples, and this will have an influence on the raise in price.

For the overall import of canned foods, there are concerns about the depreciation of yen since the beginning of 2013. Each company was able to cut costs for ingredients, materials, and wages because of the strong yen, but since the depreciation of the yen in the exchange market, there is no choice but to raise the price after fall of 2013. Also, the import ratio of canned fruits and vegetables are around 80% of the total supply volume. In 2011, fruits had a dominant share of 85.6%, and vegetables 82.7%. Many of the imported canned foods include those that are used as a primary processing material, but on a value-base imported ratio, fruits are 63.3% and vegetables are 59.4%.

In recent years, new container such as pouches and paper packages are extending their demands and gathering attention. Many makers use pouch containers for new products, and pouches are popular for its safety for being able to see inside, the lightness of the product, and the easiness of disposal.

For paper packs, there are products with a long expiry date of 2 years, and this covers the biggest advantage of canned products: storability. There are expectations for further expansion in the Japanese market.



Food specialty store in Tokyo