

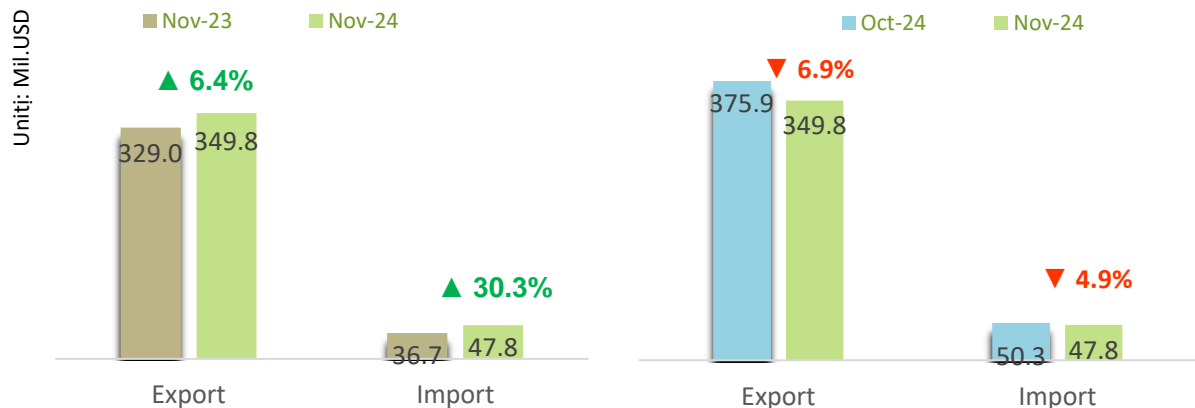
MONTHLY REPORT ON
AGRI-PRODUCT EXPORT

**FROM VIETNAM TO
JAPAN MARKET**

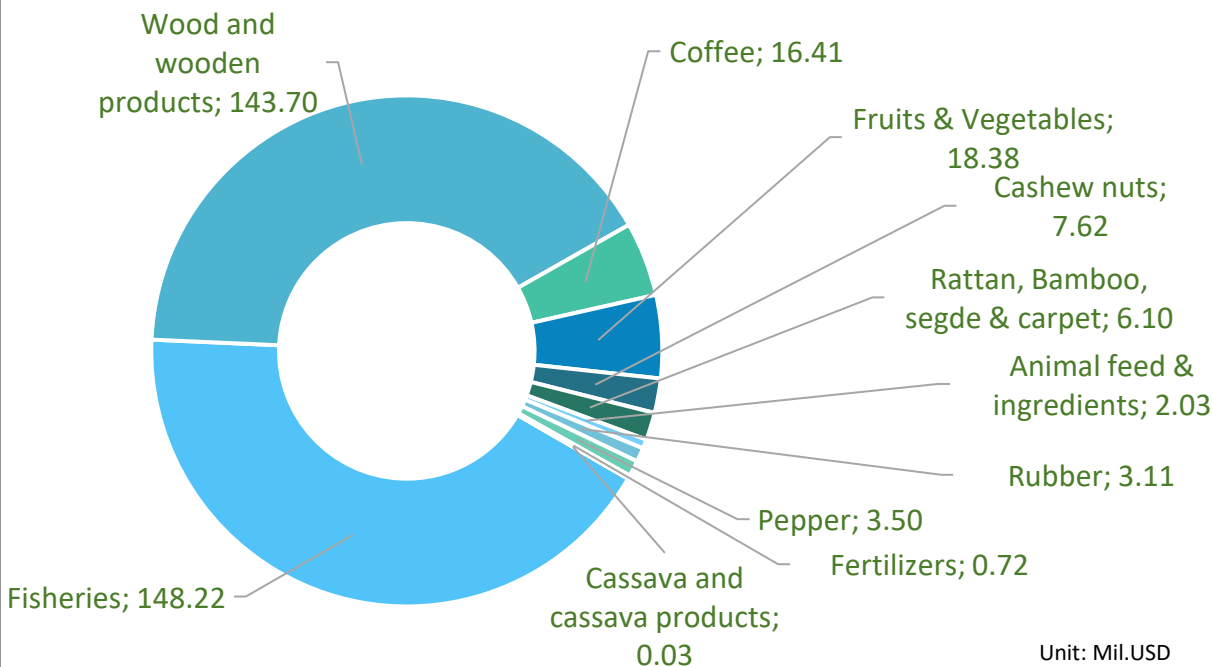


THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIETNAM TO JAPAN IN NOVEMBER 2024

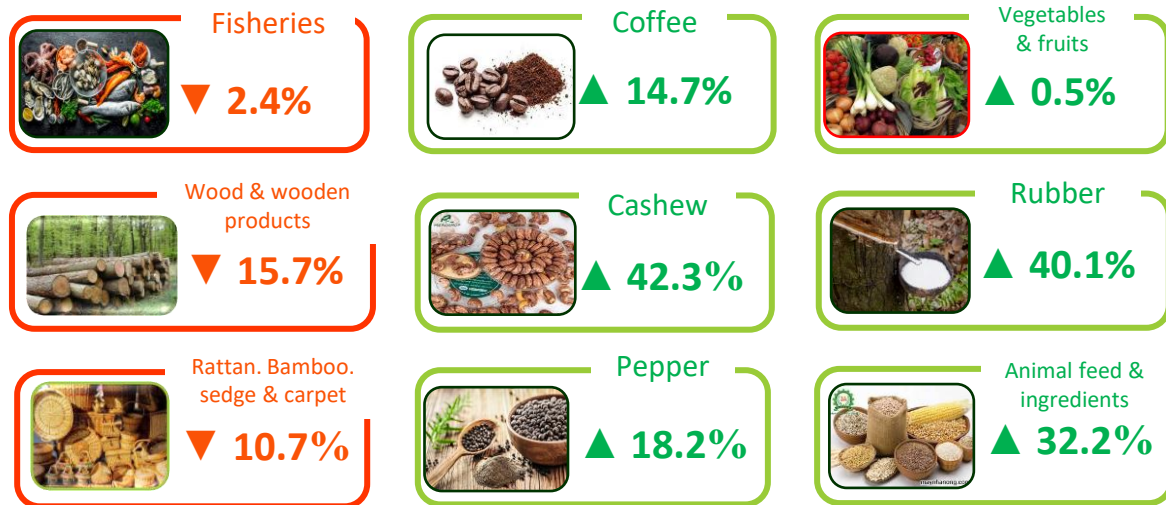
AFF product import-export turnover between Vietnam and Japan, Nov-2024



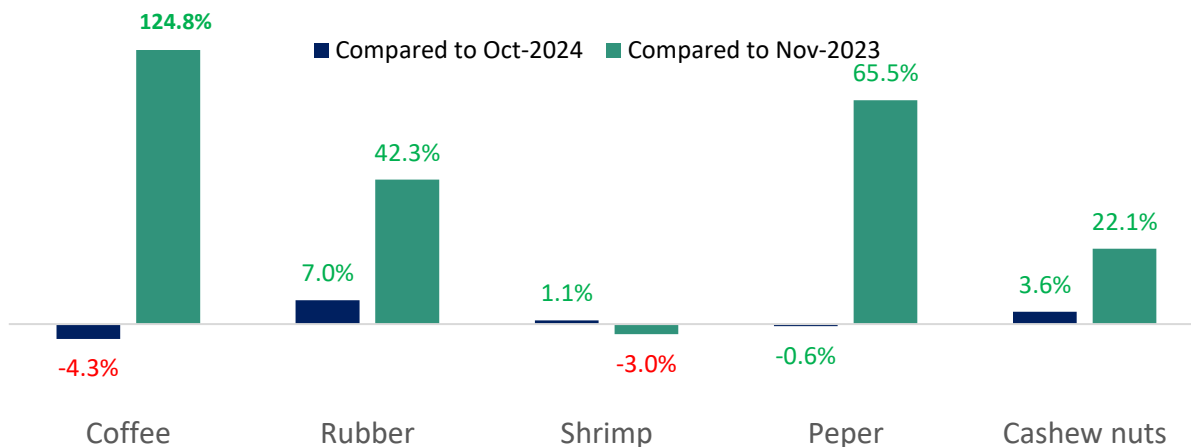
Key AFF product export value to Japan, Nov-2024



Changes in key AFF product export value to Japan, Nov-2024 Compared to Oct-2024



Changes in average export value of key AFF products to Japan, Nov-2024 compared to Oct-2023 and Nov-2023



SPOTLIGHTS

Japan Records Trade Deficit for the Fifth Consecutive Month

Japan's trade balance continued to post a deficit in November 2024, exceeding 117.6 billion yen (approximately USD 770 million), marking the fifth consecutive month of deficits. Exports in November reached 9.1524 trillion yen (USD 60 billion), up 3.8% year-on-year, driven by growth in items such as automobiles, non-ferrous metals, and construction equipment. Meanwhile, imports fell by 3.8% to 9.27 trillion yen (USD 67.7 billion), primarily due to declining crude oil prices. However, imports of other energy sources, such as liquefied natural gas, remained high.

Source:Vov.vn

Japan Allocates Additional \$90 Billion for New Economic Stimulus Package

On December 17, 2024, Japan's Parliament approved a supplementary budget worth 13.9 trillion yen (USD 90 billion) for the current fiscal year to implement a new economic stimulus package. The package includes subsidies to reduce electricity bills, one-time cash payments to low-income households, and funding for post-disaster reconstruction on the Noto Peninsula. Approximately half of the budget, or 6.7 trillion yen (USD 43.4 billion), will be financed through the issuance of new government bonds. This is part of Prime Minister Shigeru Ishiba's broader 39 trillion yen (USD 252 billion) economic package aimed at easing inflationary pressures and supporting economic recovery.

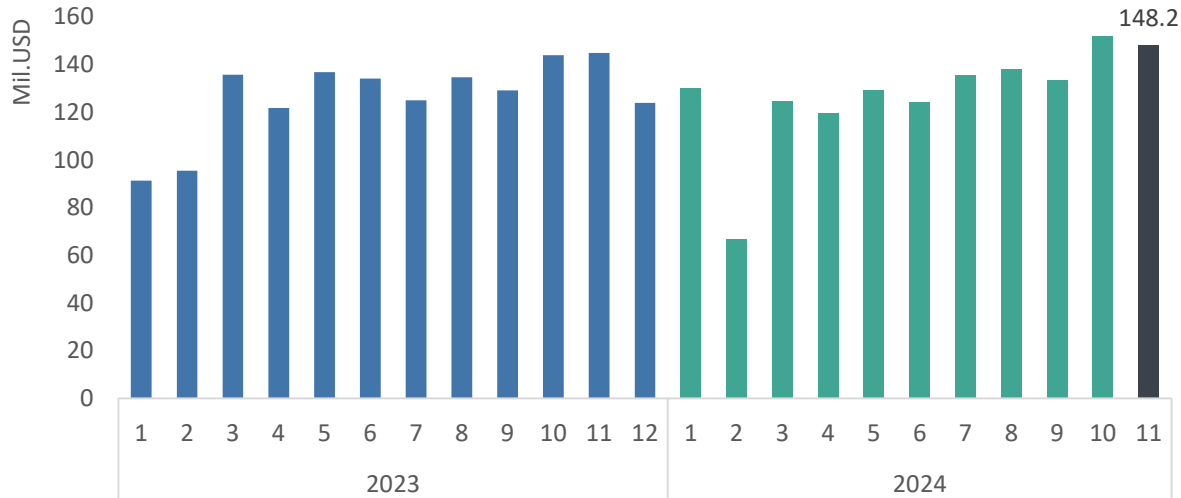
Source: baodautu.vn





FISHERIES

Export value to Japan, Nov-2024



Export results to Japan, Nov-2024

Value
148.2 Mil.USD



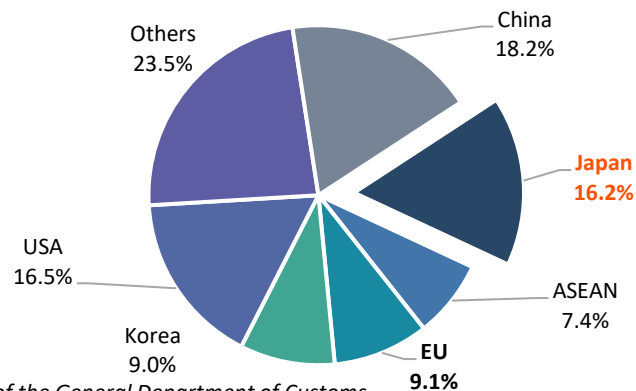
↘ Decrease **2.4%** compared to Oct-2024

↗ Increase **2.4%** compared to Nov-2023

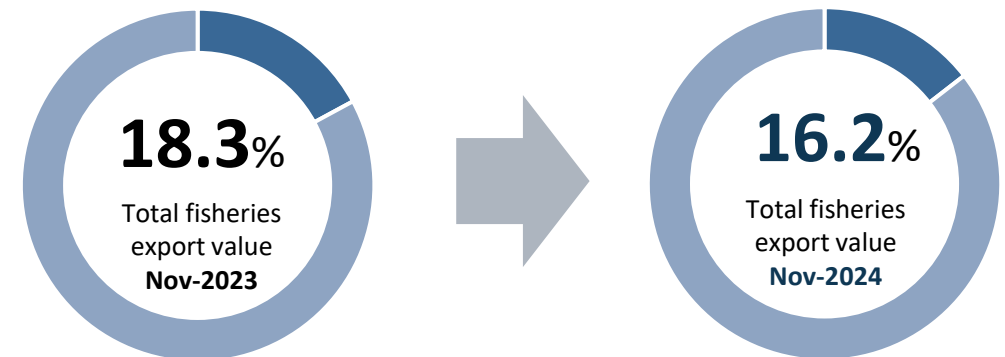
▲ **21.8** Mil.USD higher than monthly average in 2023

❖ Accumulated 11 months 2024 reached **1402.0** Mil.USD, equal to **92.2%** of value in 2023

Percentage of export value to Japan, Nov-2024



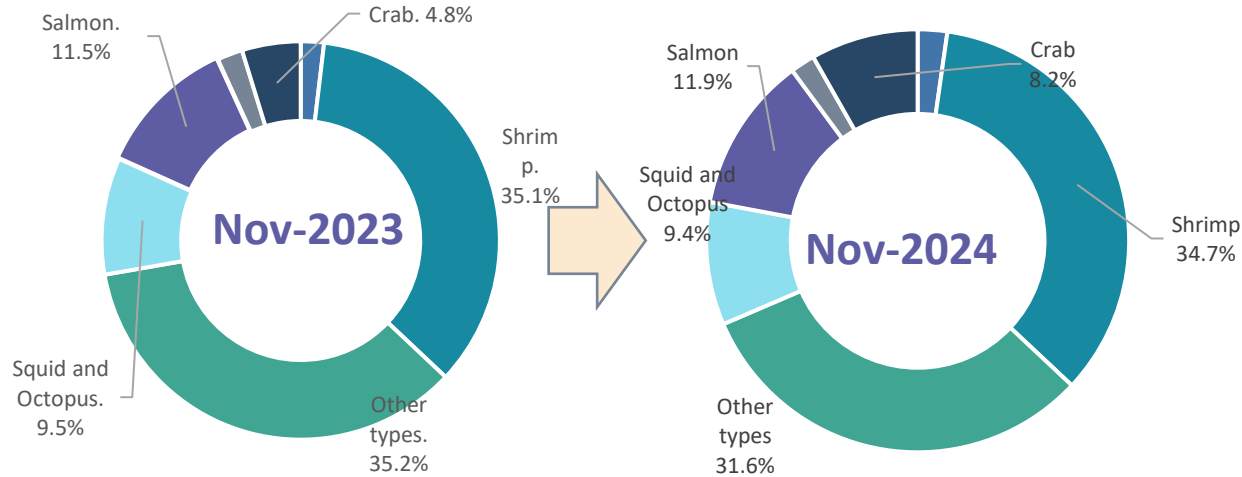
Changes in percentage of export results to Japan, Nov-2024





FISHERIES

Structure of exports by products to Japan, Nov-2024



Export results to Japan, Nov-2024



Salmon

Value: **17.7** Mil.USD

Increase **5.7%** compared to Oct-2024

Increase **6.8%** compared to Nov-2023



Shrimp

Value: **51.5** Mil.USD

Decrease **0.8%** compared to Oct-2024

Increase **1.1%** compared to Nov-2023



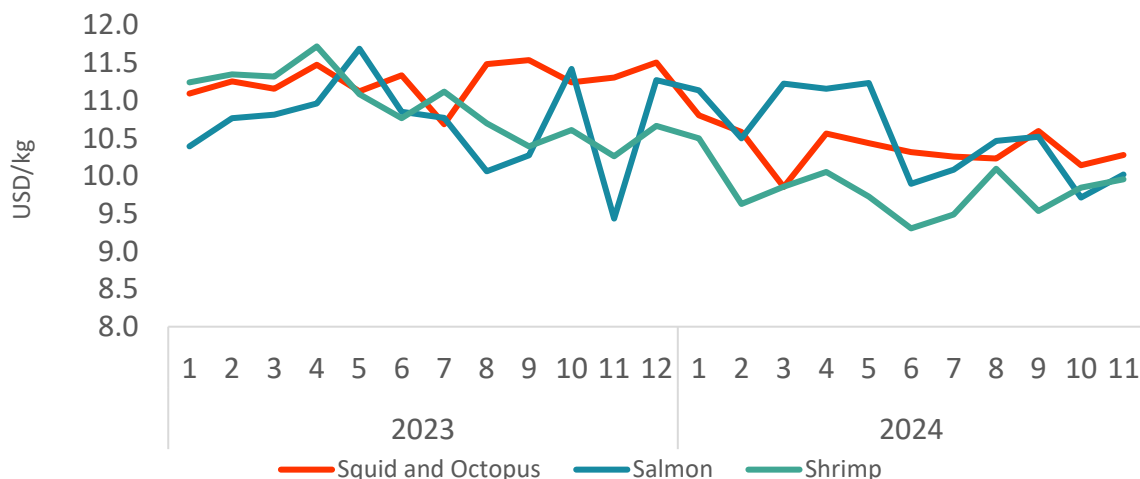
Squid and Octopus

Value: **10.8** Mil.USD

Increase **28.8%** compared to Oct-2024

Increase **1.5%** compared to Nov-2023

Average export price to Japan, Nov-2024



Squid and Octopus

The average export price in Nov-2024 is **10.3** USD/kg; Increase **1.3%** compared to the previous month; and decrease **9.1%** compared to the same month of 2023.

Salmon

The average export price in Nov-2024 is **10.0** USD/kg; Increase **3.2%** compared to the previous month; and increase **6.2%** compared to the same month of 2023.

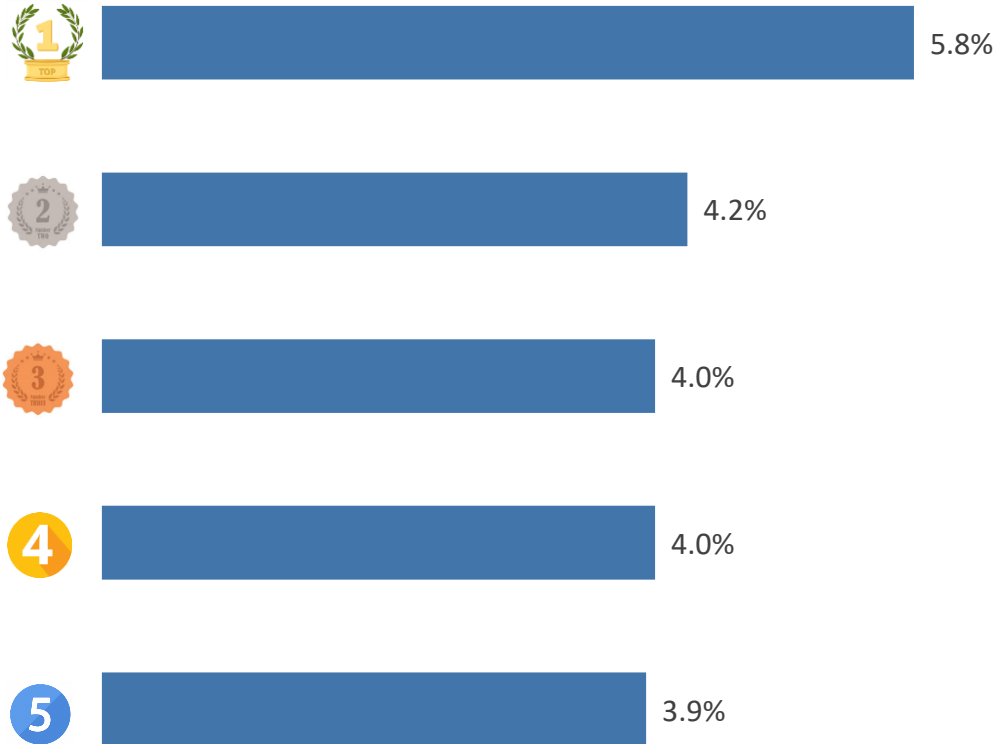
Shrimp

The average export price in Nov-2024 is **10.0** USD/kg; Increase **1.1%** compared to the previous month; and decrease **3.0%** compared to the same month of 2023.

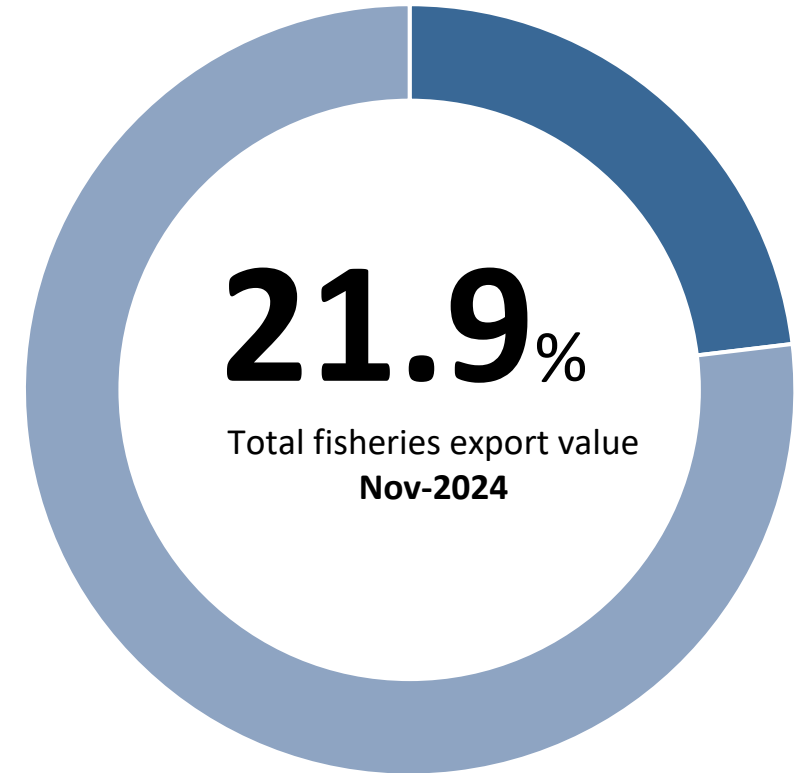


FISHERIES

TOP 5 export enterprises by value to Japan, Nov-2024



Value ratio of TOP 5 export enterprises to Japan, Nov-2024



Japan to test tracking system for baby eels to fight poaching

Japan will trial a traceability system to curb illegal baby eel fishing, a growing issue in the country's eel farming industry. The new system will enable authorities and businesses to monitor domestic distribution routes for baby eels by using QR codes to share data on transporters and transaction times. The goal is to ensure the legal trade of baby eels and minimize illegal fishing activities.

The trial will be conducted in Miyazaki, Kagoshima, and Aichi prefectures starting December 17, 2024. If successful, the full system will roll out in December next year. Additionally, the Japanese government has increased penalties for those involved in illegal baby eel fishing, with fines reaching up to 30 million yen (approximately USD 195,000).

Source: NHK





FRUITS & VEGETABLES (EXPORT)

Export value to Japan, Nov-2024



Export results to Japan, Nov-2024

Value

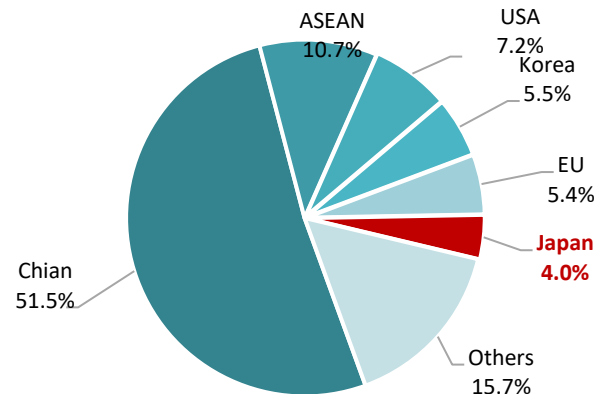
Increase **0.5%** compared to Oct-2024

18.4 Increase **34.3%** compared to Nov-2023

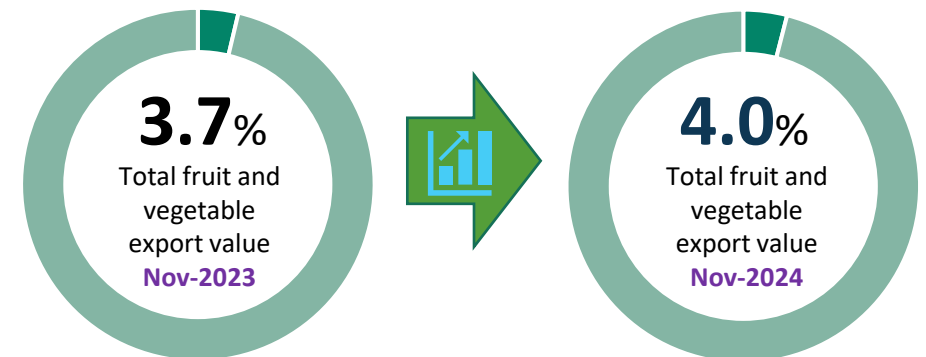
Mil.USD **3.7 Mil.USD** higher than monthly average in 2023

Accumulated 11 months 2024 reached **188.8 Mil.USD**, equal to **107.1%** of value in 2023

Percentage of export value to Japan, Nov-2024



Changes in percentage of export results to Japan, Nov-2024

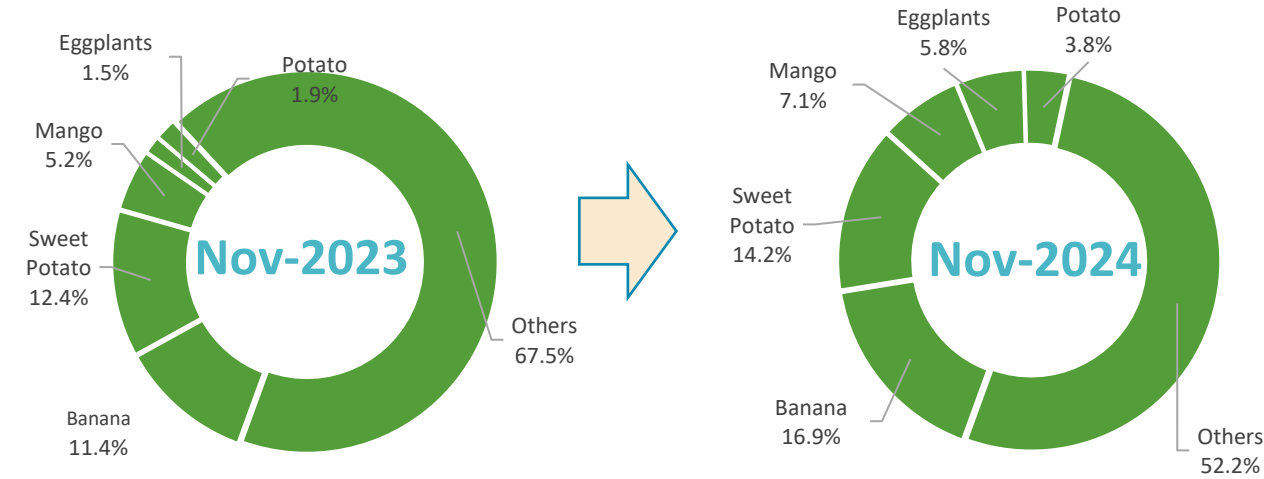




FRUITS & VEGETABLES (EXPORT)

Structure of exports by products to Japan, Nov-2024

Export results to Japan, Nov-2024



Banana

Value: **3.1** Mil.USD

Decrease **15.6%** compared to Oct-2024

Increase **90.4%** compared to Nov-2023



Sweet Potato

Value: **2.6** Mil.USD

Increase **13.6%** compared to Oct-2024

Increase **42.3%** compared to Nov-2023



Mango

Value: **1.3** Mil.USD

Increase **19.6%** compared to Oct-2024

Increase **47.3%** compared to Nov-2023



Eggplants

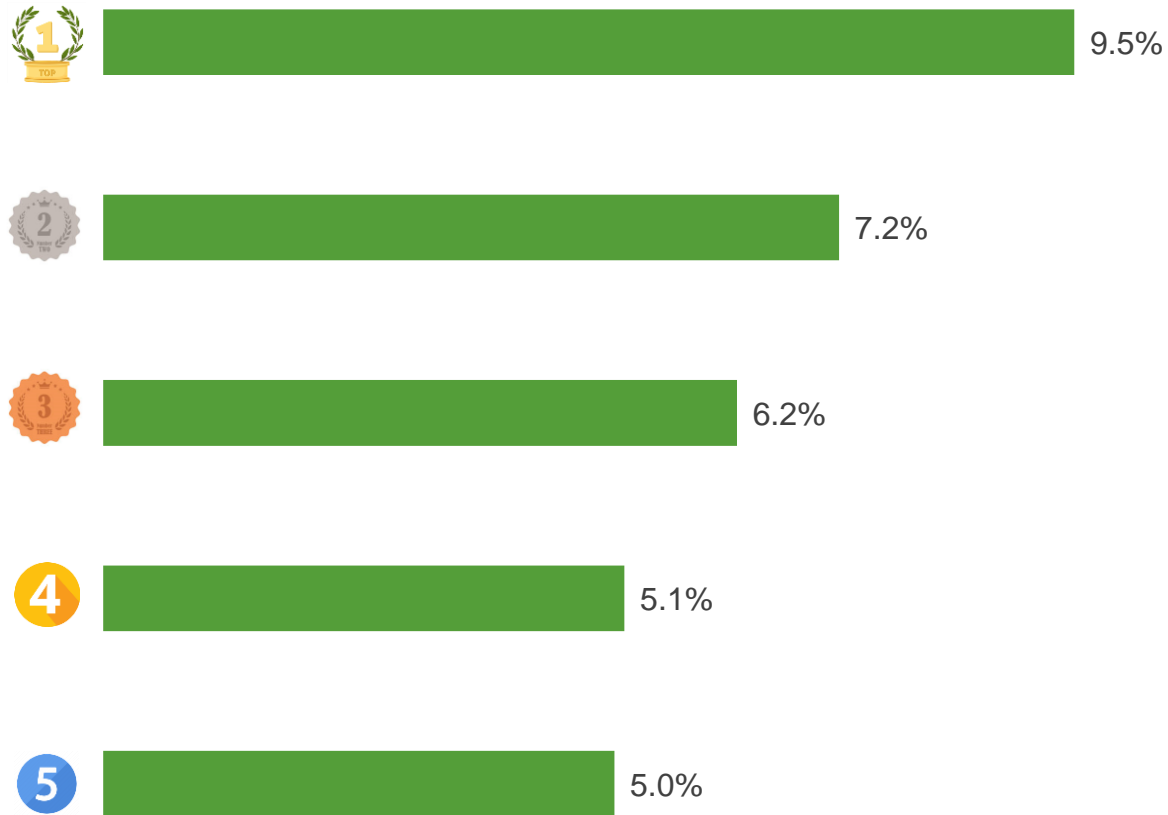
Value: **1.1** Mil.USD

Increase **30.1%** compared to Nov-2023

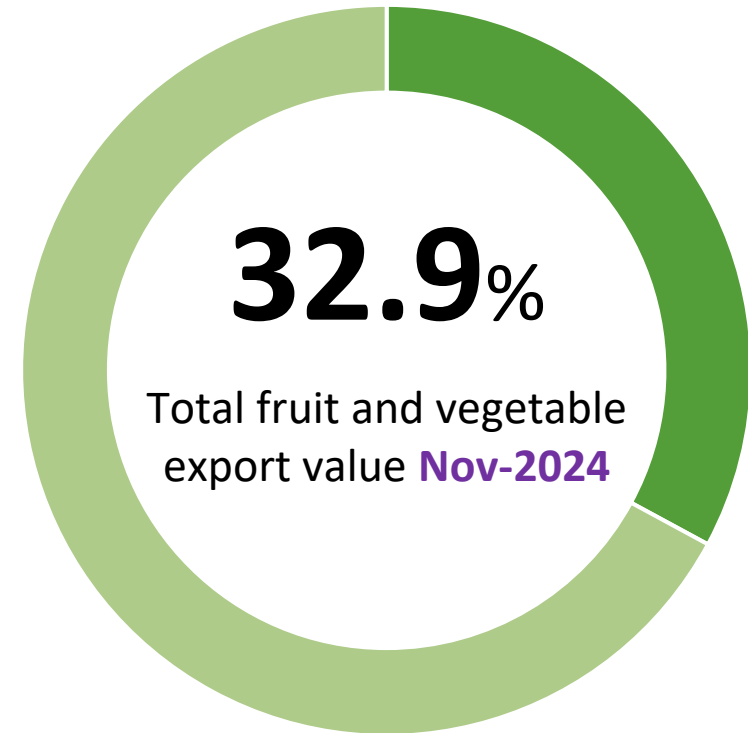


FRUITS & VEGETABLES (EXPORT)

TOP 5 export enterprises by value to Japan, Nov-2024



Value ratio of TOP 5 export enterprises to Japan, Nov-2024





FRUITS & VEGETABLES (IMPORT)

Import value from Japan, Nov-2024



Import results from Japan, Nov-2024

Value



0.88

Mil.USD

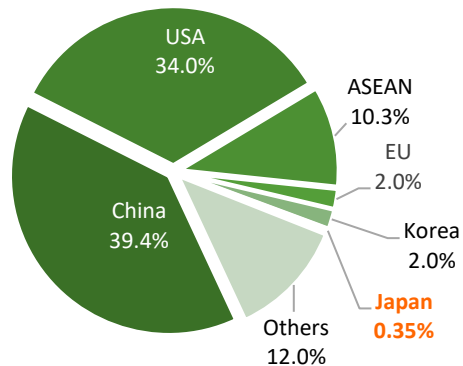
Increase **85.8%** compared to Oct-2024

Increase **10.4%** compared to Nov-2023

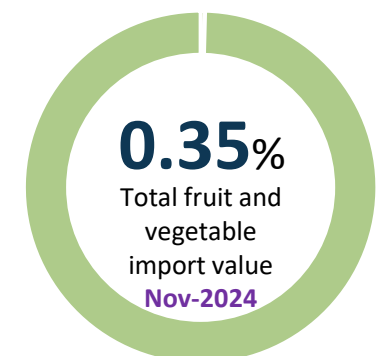
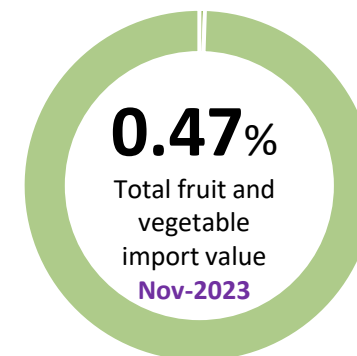
334.1 thous.USD higher than monthly average in 2023

Accumulated 11 months 2024 reached **5.6 Mil.USD**, equal to **84.4%** of value in 2023

Percentage of import value from Japan, Nov-2024



Changes in percentage of import results from Japan, Nov-2024



FRUITS & VEGETABLES

SPOTLIGHTS



Japan's Kiwi Imports from Georgia Surge 69% in 10 Months Compared to 2023

In the first 10 months of 2024, Japan imported 264 tons of kiwi from Georgia, marking an increase of over 69% compared to the total volume imported in 2023. Georgia is now Japan's fourth-largest supplier of kiwi, following New Zealand (108,000 tons), Chile, and United States.

Source: East-fruit.com



COFFEE

Export value and volume to Japan, Nov-2024



Export results to Japan, Nov-2024

Value

16.4 Mil.USD

↗ Increase **14.7%** compared to Oct-2024

↘ Decrease **14.7%** compared to Nov-2023

↘ **10.1** Mil.USD lower than monthly average in 2023

❖ Accumulated 11 months 2024 reached **357.8** Mil.USD, equal to **112.5%** of value in 2023

Volume

2.4 thous.tons

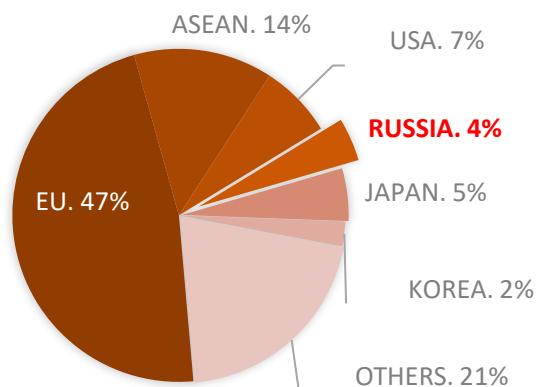
↗ Increase **19.9%** compared to Oct-2024

↘ Decrease **62.1%** Compared to Nov-2023

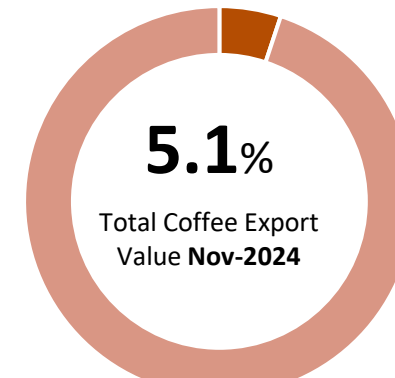
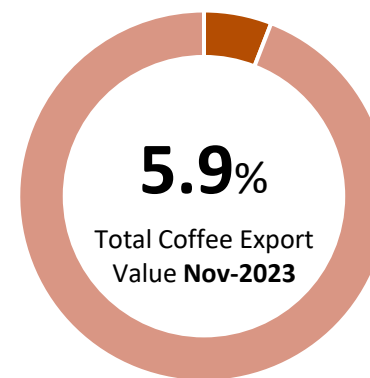
↘ **6.9** thous.tons lower than monthly average in 2023

❖ Accumulated 11 months 2024 reached **83.2** thous.tons, equal to **75.2%** of volume in 2023

Percentage of export value to Japan, Nov-2024

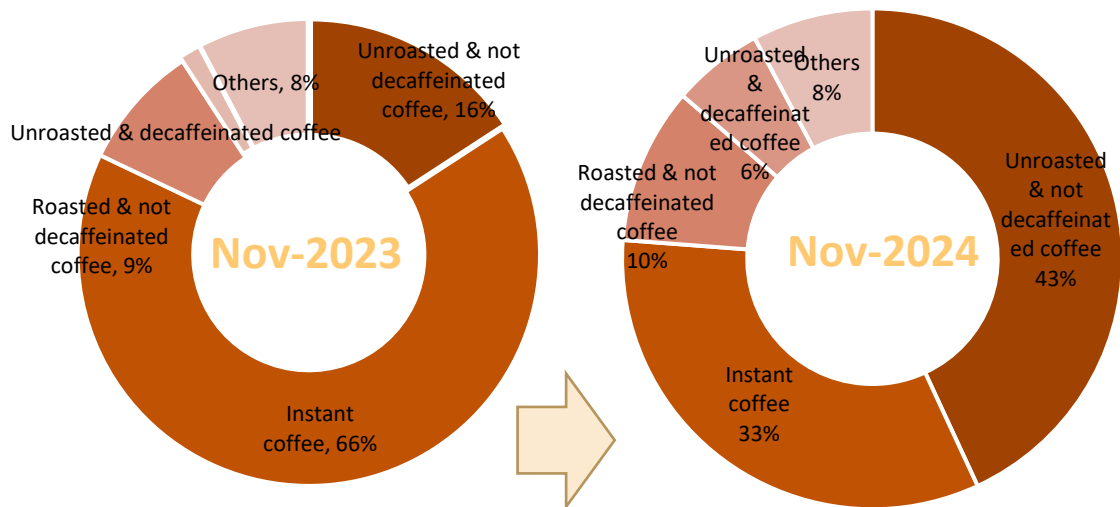


Changes in percentage of export results to Japan, Nov-2024

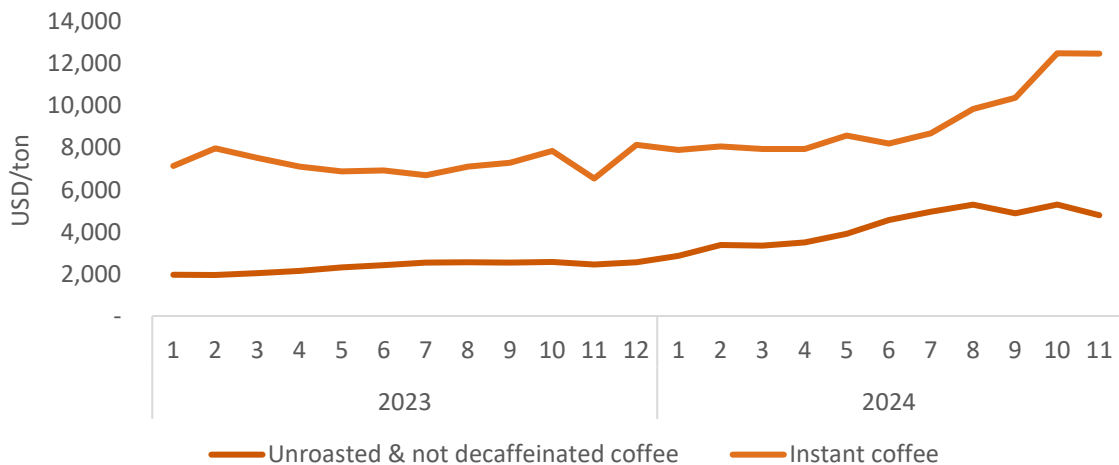


COFFEE

Structure of exports by products to Japan, Nov-2024



Average export price to Japan, Nov-2024



Export results to Japan, Nov-2024



Unroasted & not decaffeinated coffee

Value: **3.2** Mil.USD
 Decrease **73.5%** compared to Oct-2024
 Decrease **58.5%** compared to Nov-2023



Instant coffee

Value: **7.2** Mil.USD
 Increase **78.7%** compared to Oct-2024
 Increase **104%** compared to Nov-2023



Roasted & not decaffeinated coffee

Value: **2** Mil.USD
 Increase **2.9%** compared to Oct-2024
 Decrease **2.6%** compared to Nov-2023

Instant coffee

The average export price in Nov-2024 is **12.465** USD/ton; decrease **0.1%** compared to the previous month; and increase **102%** compared to the same month of 2023.

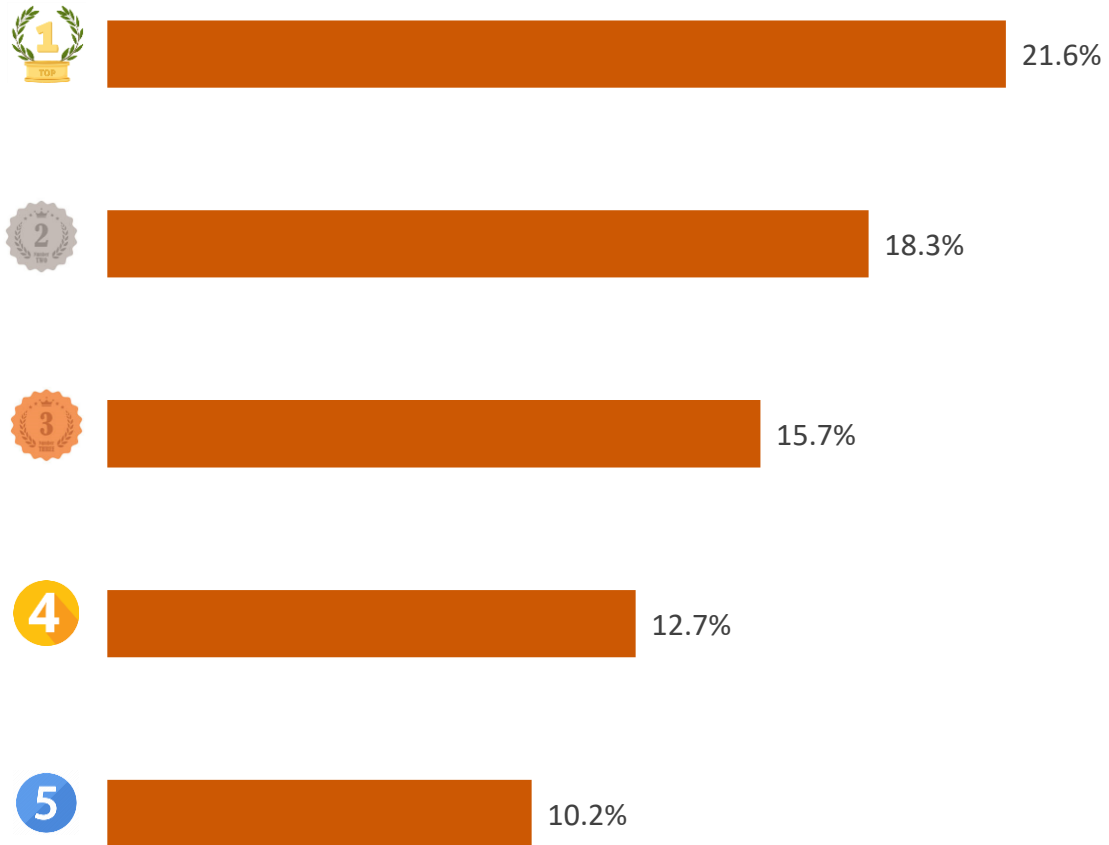
Unroasted & not decaffeinated coffee

The average export price in Nov-2024 is **4.785** USD/ton; decrease **9.6%** compared to the previous month; and increase **95.3%** compared to the same month of 2023.

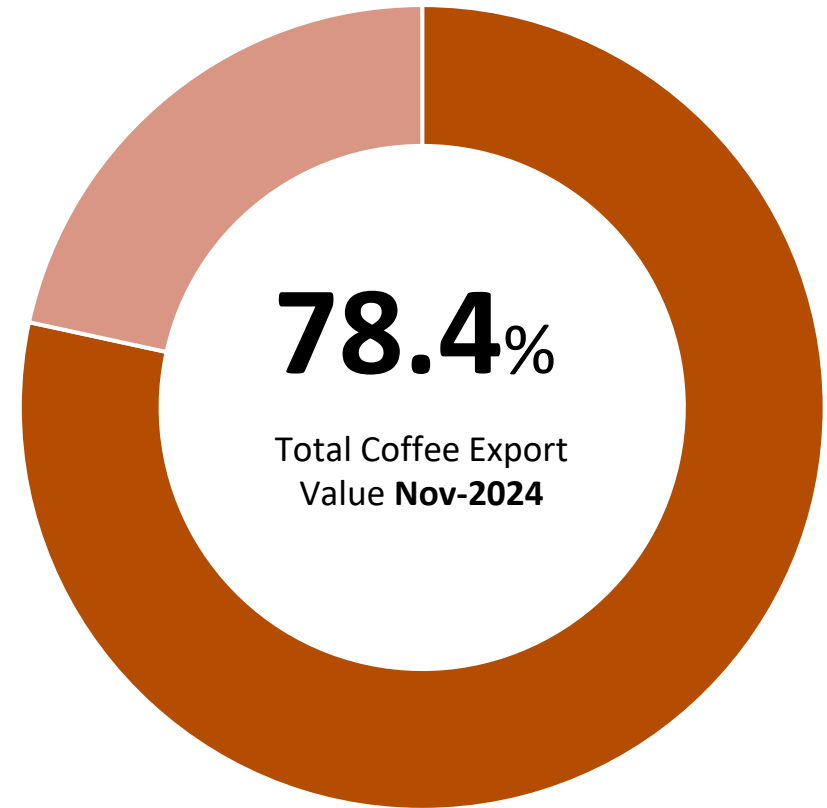


COFFEE

TOP 5 export enterprises by value to Japan, Nov-2024



Value ratio of TOP 5 export enterprises to Japan, Nov-2024



COFFEE

SPOTLIGHTS



Singapore-based luxury coffee brand Bacha Coffee is set to open its first store in Japan in 2025 through a franchise partnership with Tokyu Group. The inaugural store is planned for the Ginza district in Tokyo during the first half of 2025, with subsequent expansions to Osaka and Kyoto. According to Taha Bouqdib, CEO of V3 Gourmet, the brand sees market potential for up to 40 stores in Japan by 2030.

Founded in Marrakesh in 1910, Bacha Coffee was revived by V3 Gourmet in 2019 and now operates in 11 markets globally. In addition to its plans for Japan, the brand aims to launch stores in Macau and Saudi Arabia in 2025.

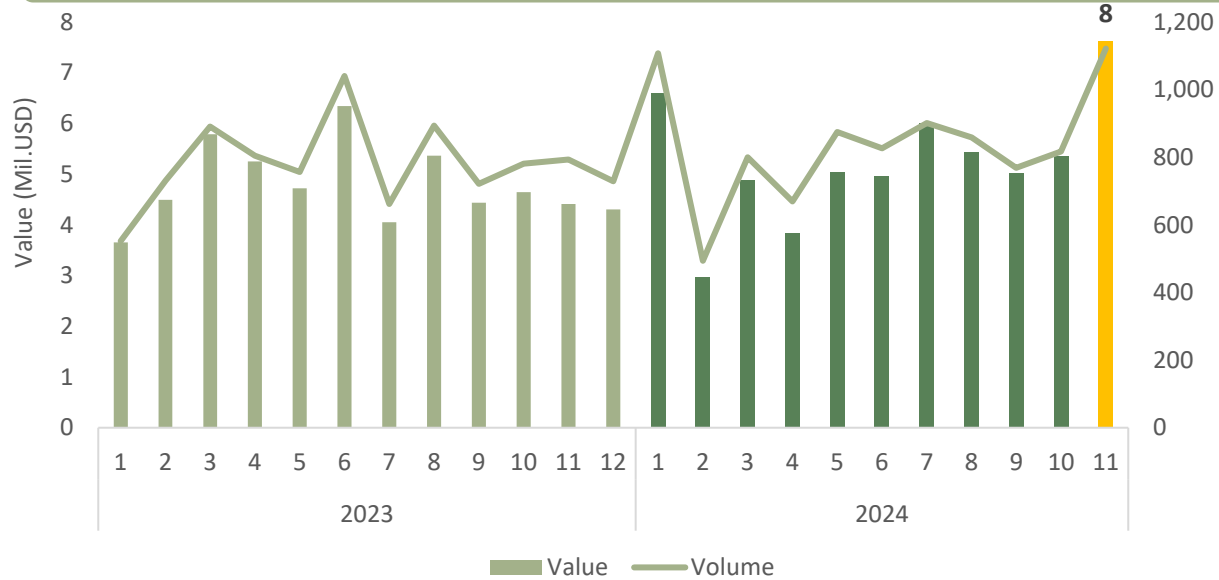
Source: worldcoffeeportal.com (12/2024)





CASHEW NUTS

Export value and volume to Japan, Nov-2024



Export results to Japan, Nov-2024

Value

7.62 Mil.USD

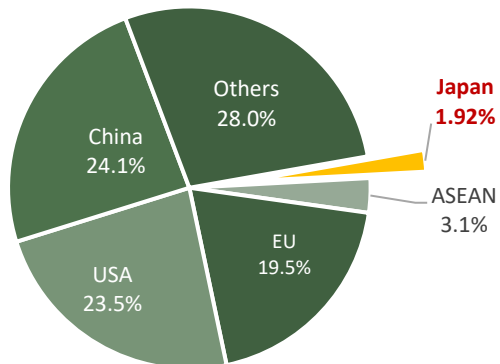
- ↗ Increase **42.3%** Compared to Oct-2024
- ↗ Increase **72.5%** Compared to Nov-2023
- ↑ **2.83 Mil.USD** higher than monthly average in 2023
- ❖ Accumulated 11 months 2024 reached **57.7 Mil.USD**, equal to **100%** of value in 2023

Volume

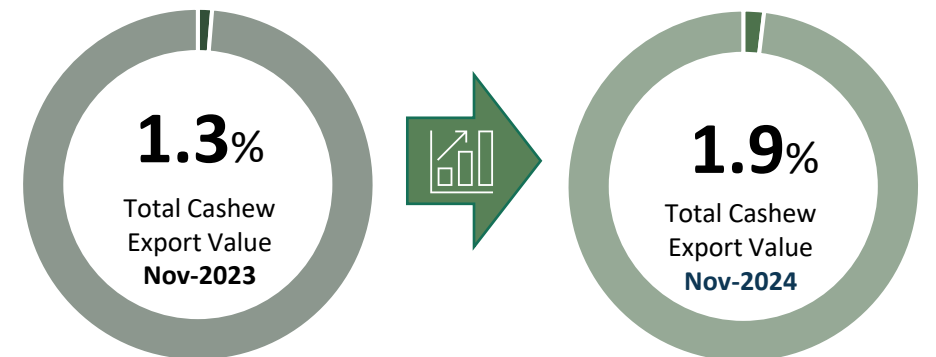
1,122 tons

- ↘ Decrease **37.3%** Compared to Oct-2024
- ↗ Increase **41.3%** Compared to Nov-2023
- ↑ **342 tons** higher than monthly average in 2023
- ❖ Accumulated 11 months 2024 reached **9.2 thous. tons**, equal to **99%** of volume in 2023

Percentage of export value to Japan, Nov-2024



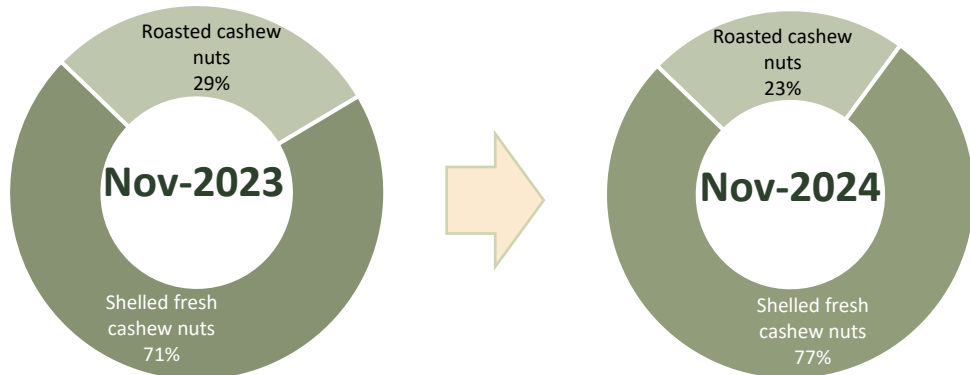
Changes in percentage of export results to Japan, Nov-2024



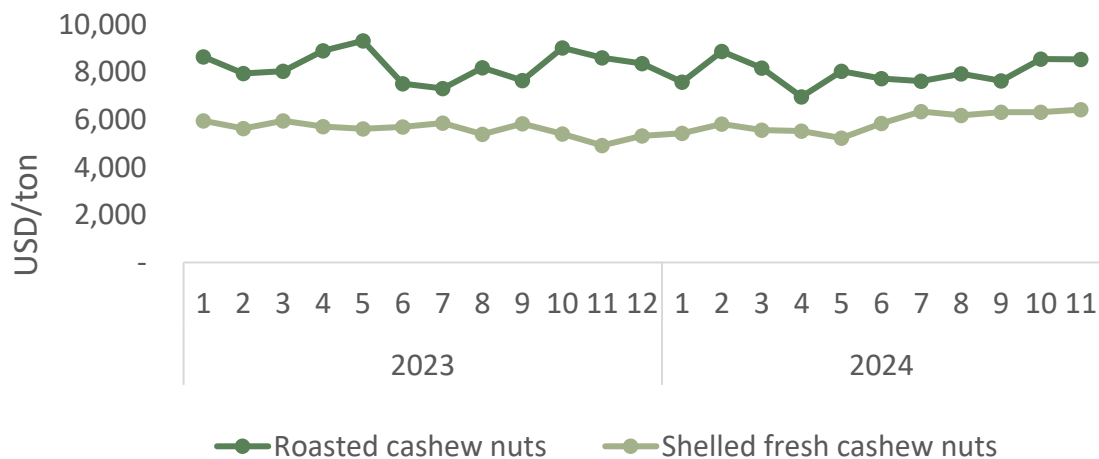


CASHEW NUTS

Structure of exports by products to Japan, Nov-2024



Average export price to Japan, Nov-2024



Export results to Japan, Nov-2024



Shelled fresh cashew nuts

Value: **5.87** Mil.USD

Increase **41%** compared to Oct-2024

Increase **88%** compared to Nov-2023



Roasted cashew nuts

Value: **1.75** Mil.USD

Increase **41%** compared to Oct-2024

Increase **35%** compared to Nov-2023

Shelled fresh cashew nuts

The average export price in Nov-2024 is **6,416** USD/ton; increase **1.6%** compared to the previous month; and increase **30.5%** compared to the same month of 2023.

Roasted cashew nuts

The average export price in Nov-2024 is **8,522** USD/ton; decrease **0.3%** compared to the previous month; and decrease **0.8%** compared to the same month of 2023.

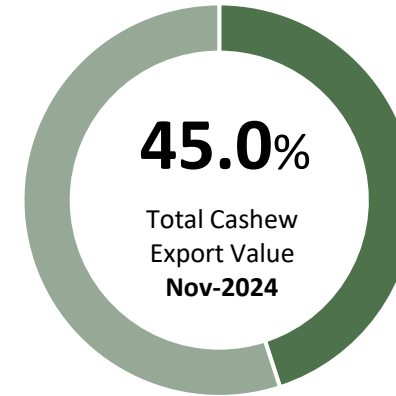


CASHEW NUTS

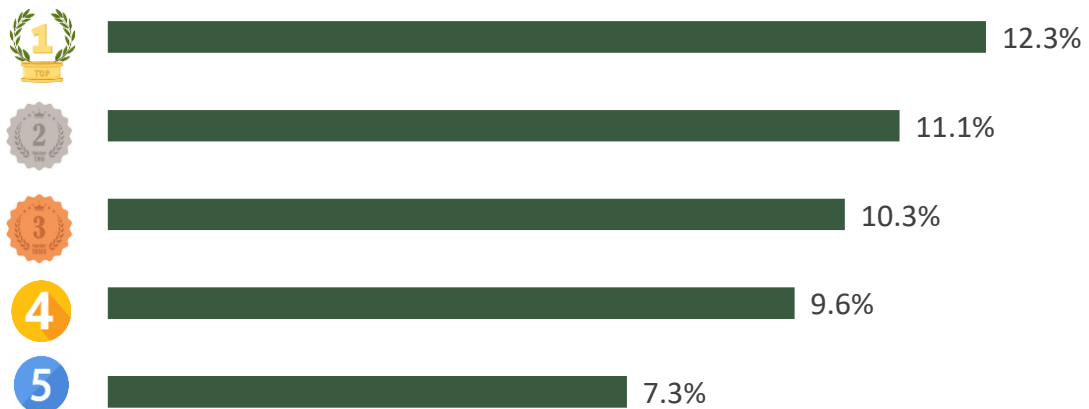
TOP 5 export enterprises by value to Japan, Nov-2024



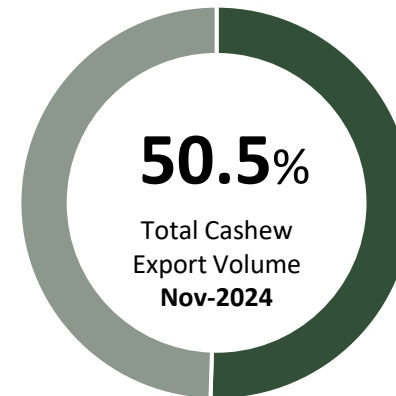
Value ratio of TOP 5 export enterprises to Japan, Nov-2024



TOP 5 export enterprises by volume to Japan, Nov-2024



Volume ratio of TOP 5 export enterprises to Japan, Nov-2024



CASHEW NUTS

SPOTLIGHTS



In the first 10 months of 2024, Japan imported 9.41 thousand tons of cashews (HS 080131 and 080132) worth USD 64.6 million, marking a 15.5% decrease in value compared to the same period last year.

Vietnam was Japan's primary supplier, accounting for 54.4% of total cashew import value, followed by India at 45.5%, and Cambodia at a mere 0.1%.

Source: ITC



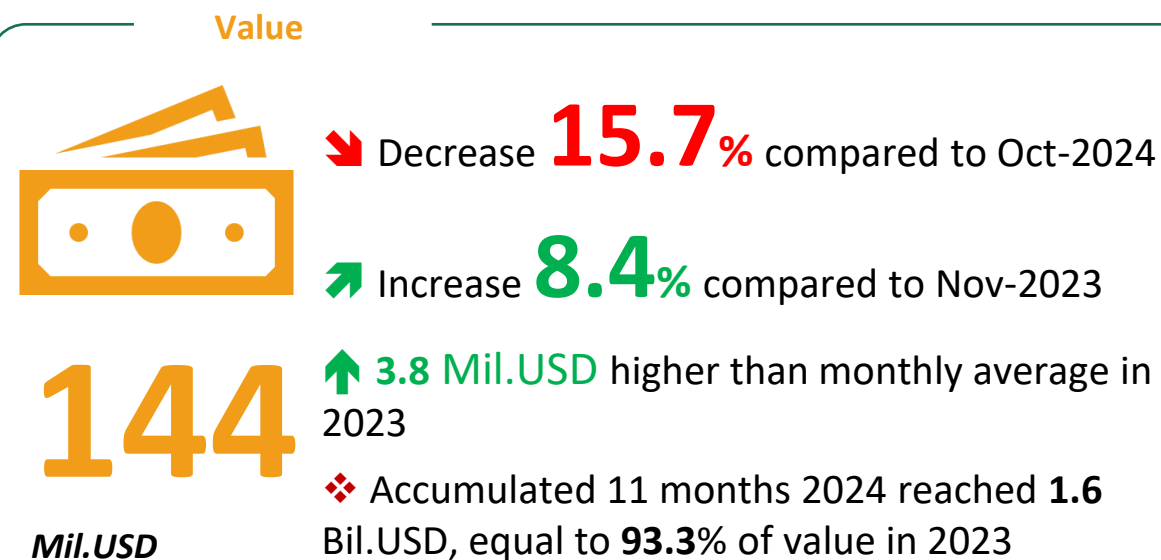


WOOD AND WOODEN PRODUCTS

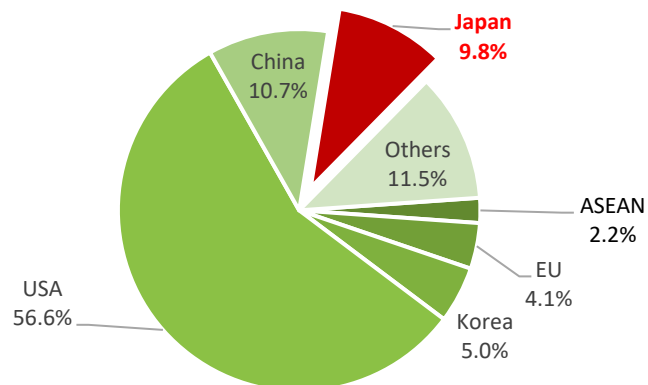
Export value to Japan, Nov-2024



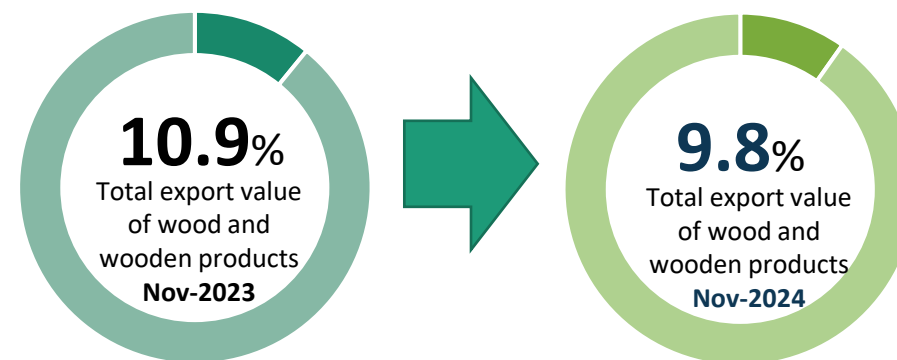
Export results to Japan, Nov-2024



Percentage of export value to Japan, Nov-2024



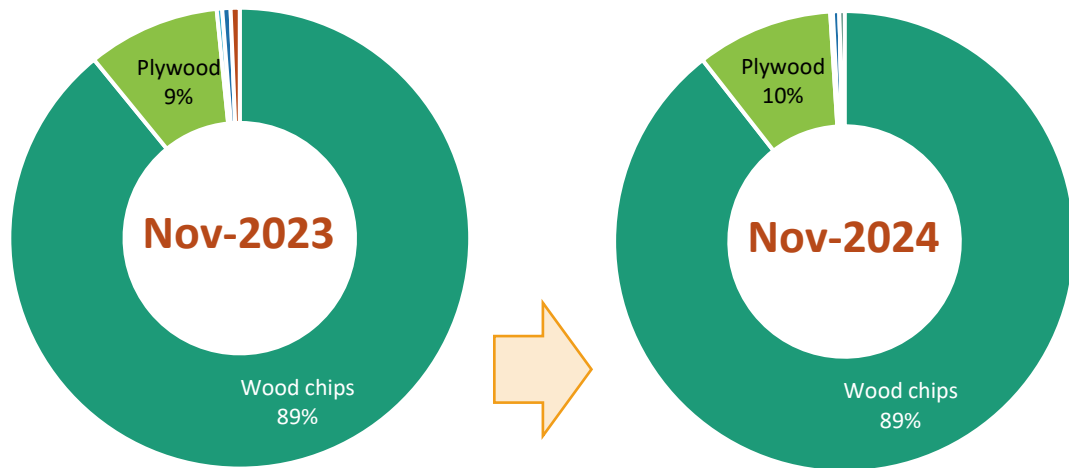
Changes in percentage of export results to Japan, Nov-2024





WOOD AND WOODEN PRODUCTS

Structure of exports by products to Japan, Nov-2024



Export results to Japan, Nov-2024



Wood chips

Value: **86.6** Mil.USD

Decrease **22%** compared to Oct-2024

Increase **14%** compared to Nov-2023



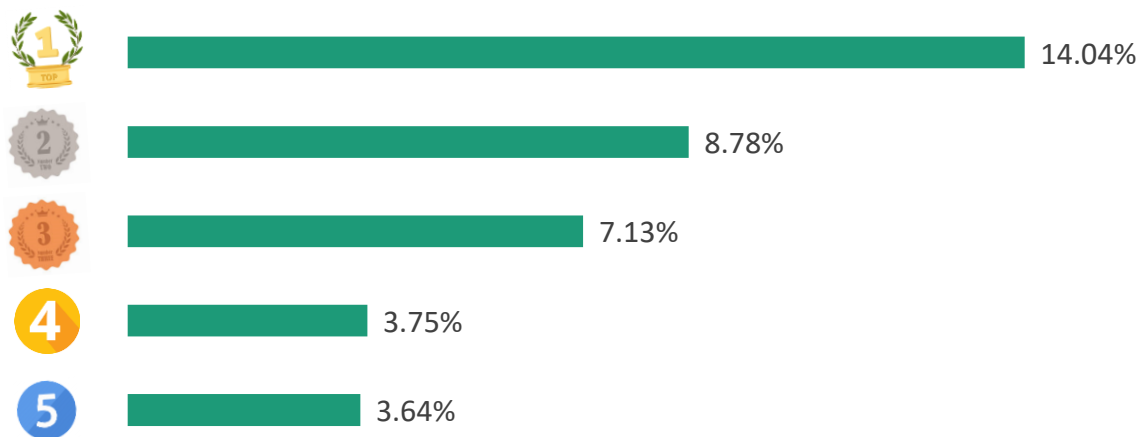
Plywood

Value: **9.3** Mil.USD

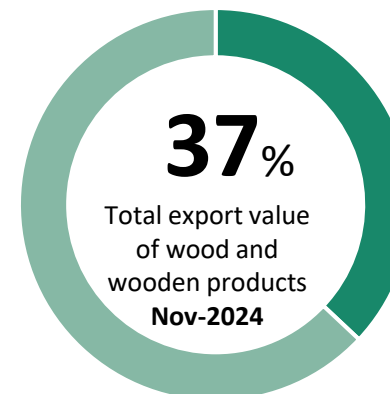
Increase **6%** compared to Oct-2024

Increase **17%** compared to Nov-2023

TOP 5 export enterprises by value to Japan, Nov-2024



Value ratio of TOP 5 export enterprises to Japan, Nov-2024





WOOD AND WOODEN PRODUCTS



SPOTLIGHTS

In October 2024, Japan's imports of office furniture (HS940330) rose by 20% compared to the previous month and by 21% year-on-year. China was the dominant supplier, accounting for 89% of the total import value, marking a 69% increase from the previous month.

Imports of kitchen furniture (HS940340) grew by 29% month-on-month and 7% year-on-year. The Philippines and Vietnam were the two largest suppliers, contributing 50% and 32% of the total import value, respectively.

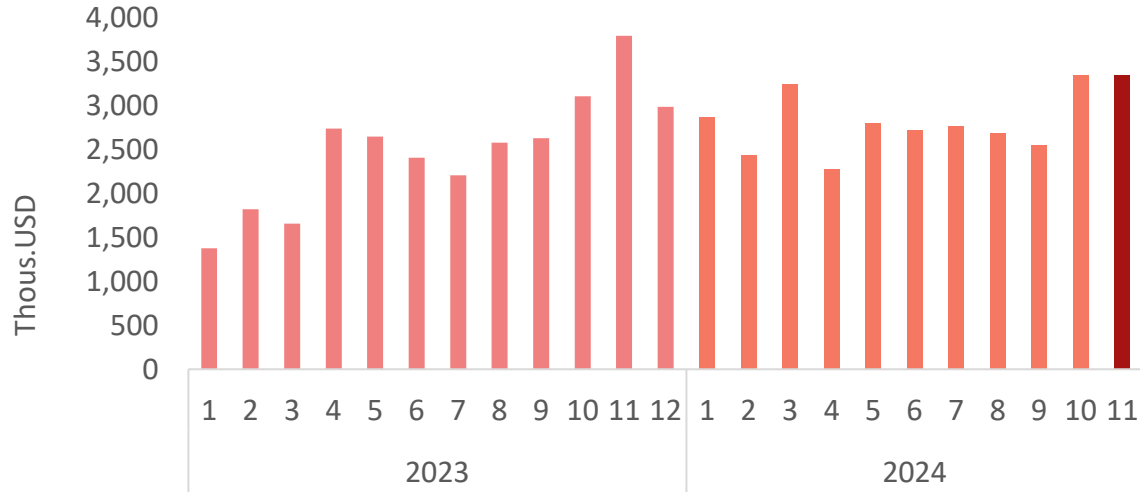
Bedroom furniture (HS940350) imports also increased, rising by 20% month-on-month and 6% year-on-year. China and Vietnam were the leading suppliers, accounting for 61% and 32% of the total import value, respectively..





MEAT AND MEAT PRODUCTS

Export value to Japan, Nov-2024



Export results to Japan, Nov-2024



3.54
Mil.USD

Value

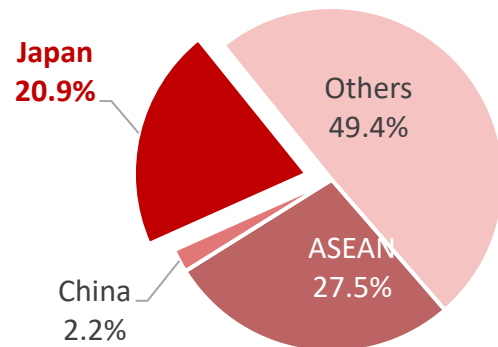
↗ Increase **5.8%** compared to Oct-2024

↘ Decrease **6.8%** compared to Nov-2023

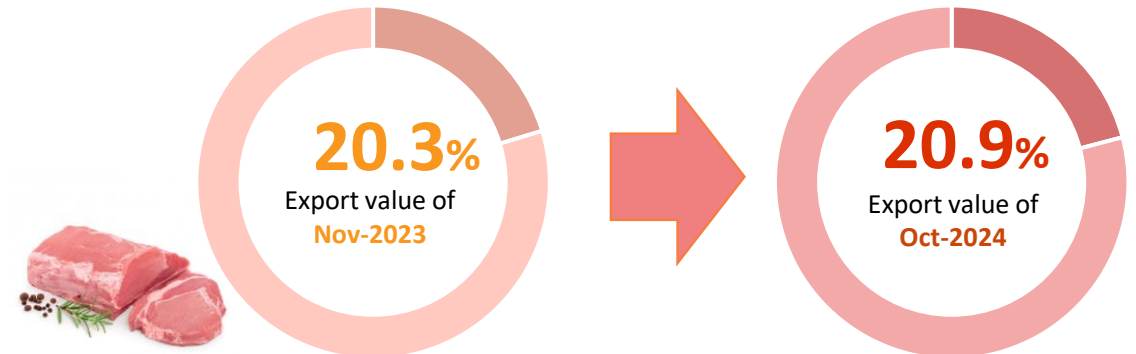
↗ **1.04 Mil.USD** higher than monthly average in 2023

◇ Accumulated 11 months 2024 reached **31.3 Mil.USD**, equal to **104.2%** of value in 2023

Percentage of export value to Japan, Nov-2024



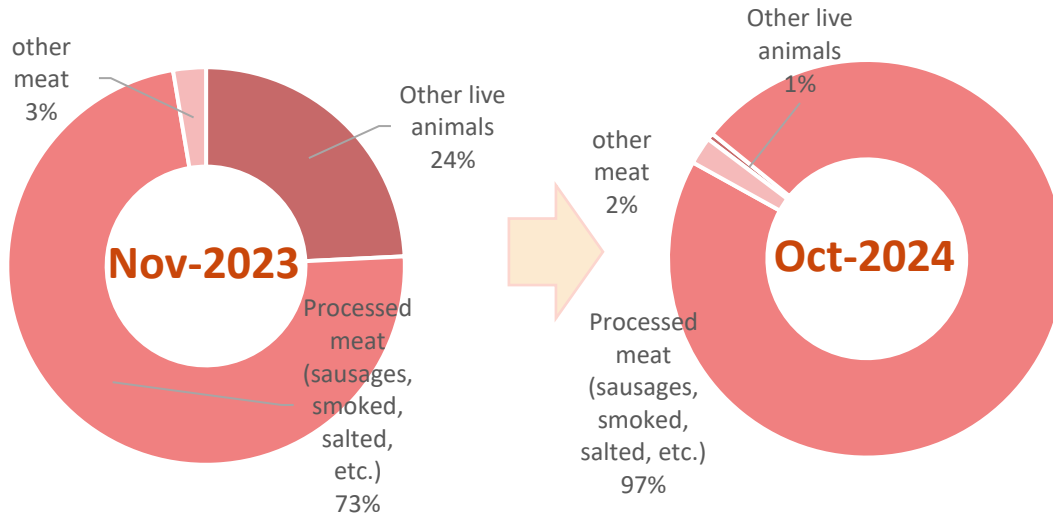
Changes in percentage of export results to Japan, Nov-2024





MEAT AND MEAT PRODUCTS

Structure of exports by products to Japan, Nov-2024



Export results to Japan, Nov-2024



Processed meat (sausages, smoked, salted, etc.)

Value: **3.446** Mil.USD

Increase **5.4%** compared to Oct-2024

Increase **24%** compared to Nov-2023

TOP 5 export enterprises by value to Japan, Nov-2024



Value ratio of TOP 5 export enterprises to Japan, Nov-2024





Any comments, please send to:

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