

Volume: Jul-2024

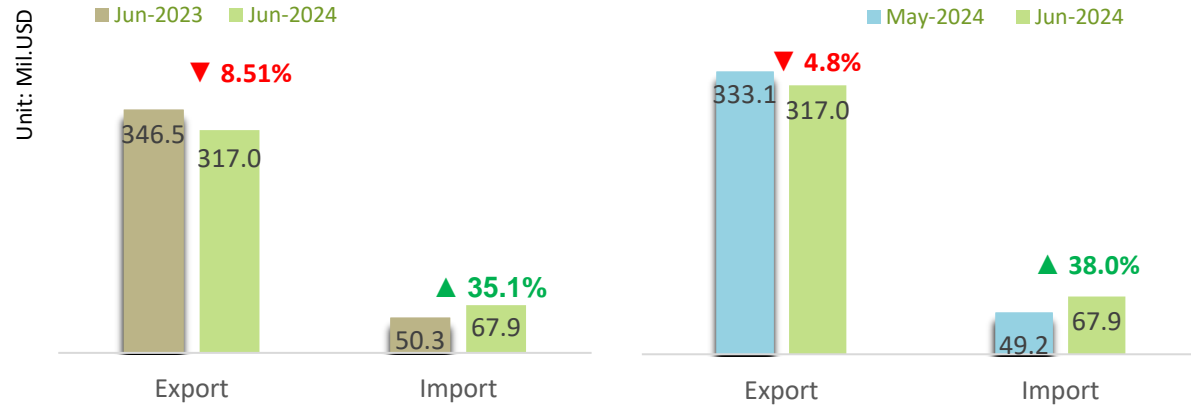
MONTHLY REPORT ON
AGRI-PRODUCT EXPORT

**FROM VIETNAM TO
JAPAN MARKET**

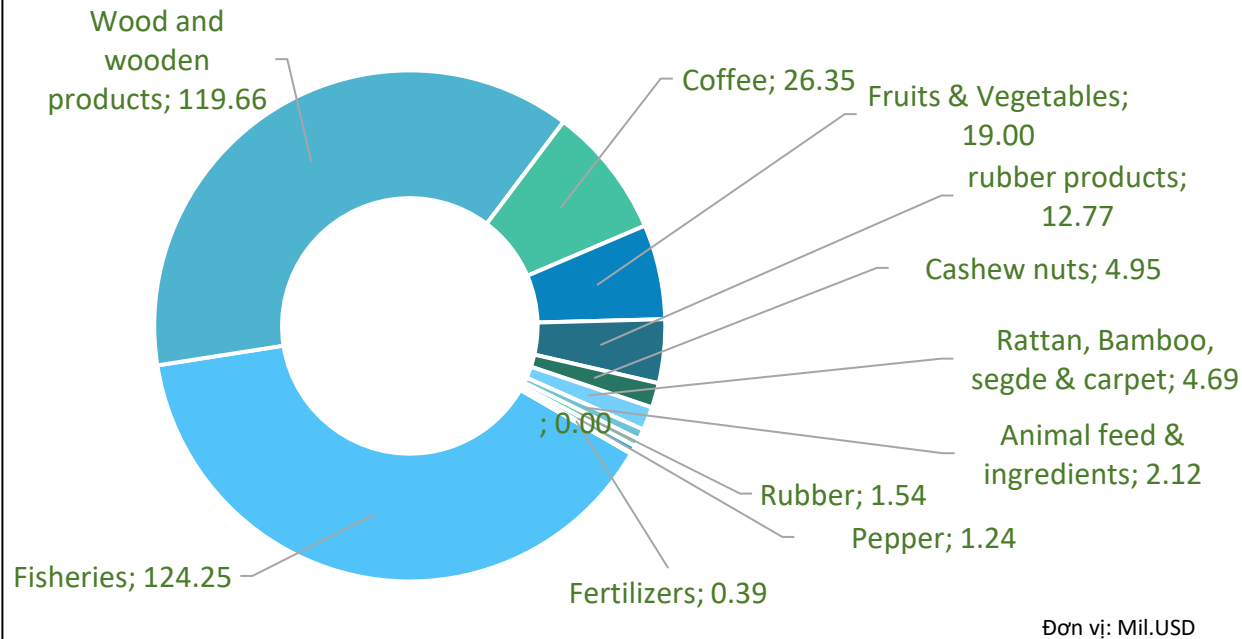


THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIETNAM TO JAPAN IN JUNE 2024

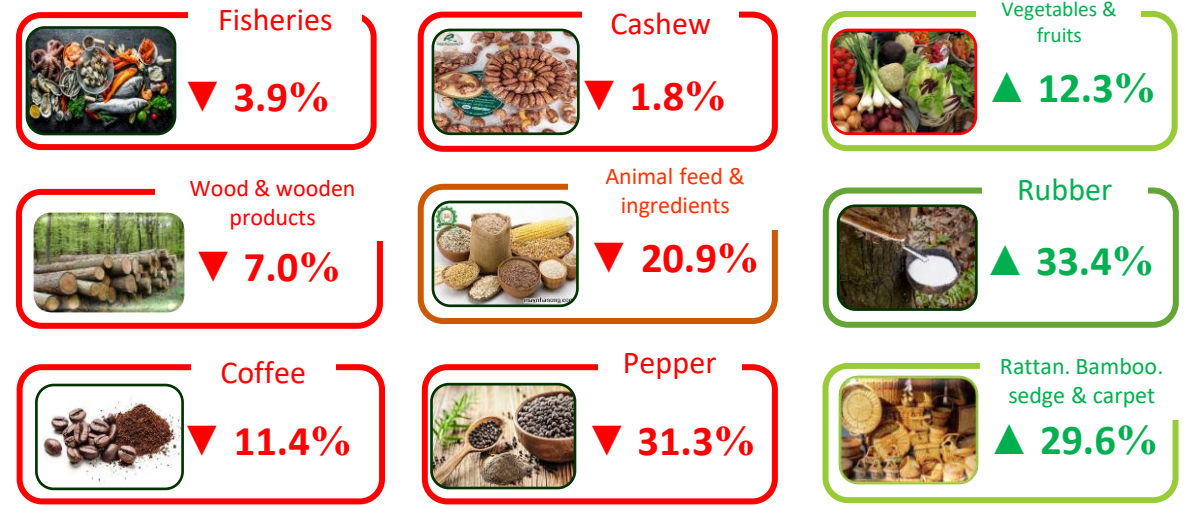
AFF product import-export turnover between Vietnam and Japan, Jun-2024



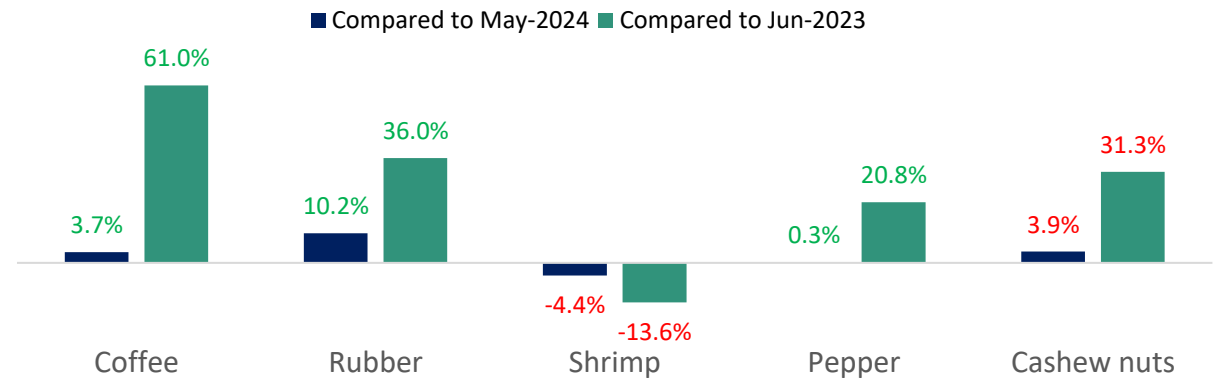
Key AFF product export value to Japan, Jun-2024



Changes in key AFF product export value to Japan in Jun-2024 compared to May-2024



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



Japan Lowers Economic Growth Forecast

On July 19, the Japanese government forecasted that the country's economic growth for fiscal year 2024 (ending in March 2025) could reach 0.9%, down from the 1.3% forecast made in January, due to inflation affecting private consumption and the automobile sector being impacted by safety inspection scandals. The Japanese government also believes that consumer prices, the main measure of inflation, will rise by 2.8% in fiscal 2024, compared to the previously forecasted increase of 2.5%.

According to data from Japan's Ministry of Internal Affairs and Communications released

on July 19, inflation in the country slightly increased in June 2024, with the core consumer price index (excluding fresh food prices) rising by 2.6% compared to the same period last year, following a 2.5% increase in May 2024. However, this increase is still lower than the market forecast of a 2.7% rise.

Experts suggest that wage growth has not kept pace with inflation, with the sharp depreciation of the yen increasing import costs and reducing household purchasing power. In response, the Japanese government has decided to maintain subsidies to reduce gasoline and kerosene prices until the end of this year, and temporarily reinstate the utility bill limit program for households to cope with the summer heat.



Source: Hanoimoi.vn

Japan Continues to be a Key Economic Partner of Vietnam

On the afternoon of July 9, Prime Minister Pham Minh Chinh met with Shindo Yoshitaka, Minister of the Japanese Cabinet Office, who is also the Minister in charge of the CPTPP Agreement for Japan. Prime Minister Pham Minh Chinh and Minister Shindo Yoshitaka assessed that the friendly and cooperative relations between Vietnam and Japan have made strong and comprehensive progress with high political trust.

The Prime Minister emphasized that there is still a lot of room for both sides to exploit the advantages and incentives from the cooperation frameworks in which both are members,

especially the CPTPP Agreement, which plays a role as a new-generation FTA with many broad commitments. The Prime Minister suggested that the Minister continue to contribute to deepening mutual understanding and trust, and to promote bilateral trade cooperation between the two countries in the coming time.

The Prime Minister also requested that Japan expedite the review and continue to open its market for fresh fruit from Vietnam, starting with Vietnamese pomelo and Japanese grapes, followed by Vietnamese passion fruit and Japanese peaches, while creating favorable conditions for Vietnamese businesses to participate in Japan's production, supply, and import-export chains.

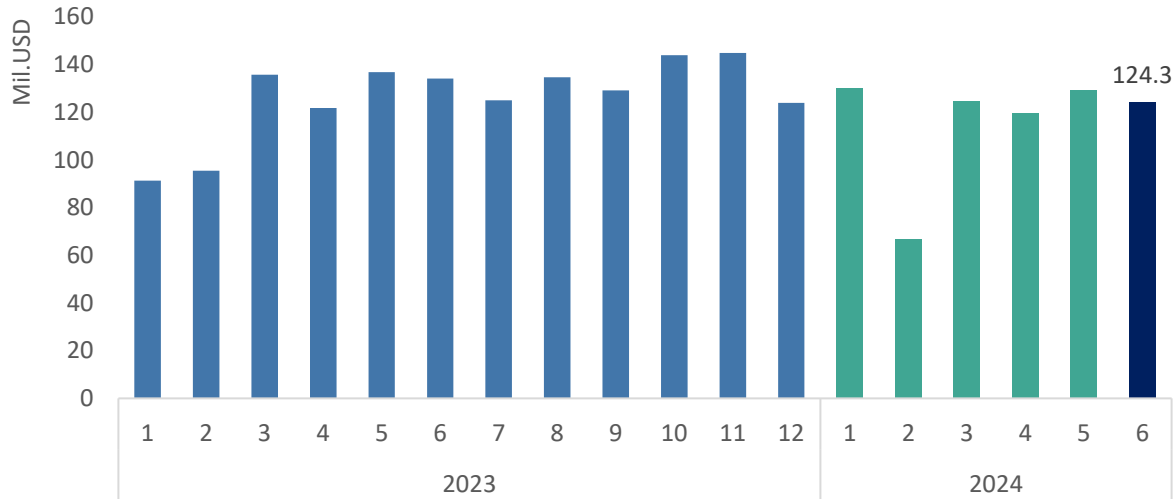
Source: dangcongsan.vn





FISHERIES

Export value to Japan, Jun-2024



Export results to Japan, Jun-2024

Value
124.3 Mil.USD



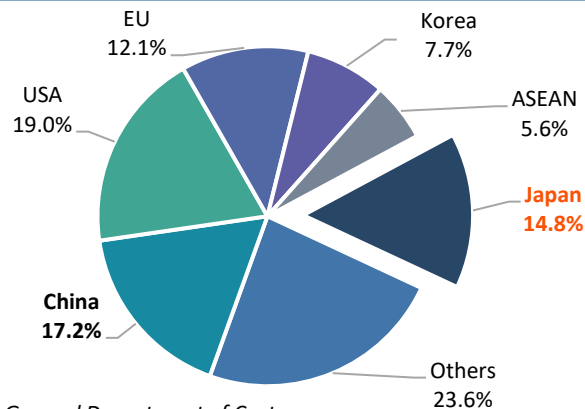
↘ Decrease **3.9%** compared to May-2024

↘ Decrease **7.3%** compared to Jun-2023

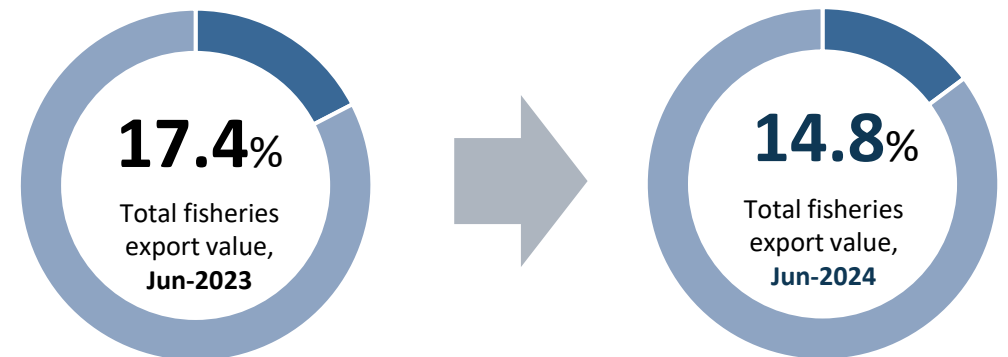
▼ **2.1** Mil.USD less than monthly average in 2023

❖ Accumulated 6 months 2024 reached **694.7** Mil.USD, equal to **45.8%** of value in 2023

Percentage of export value to Japan, Jun-2024

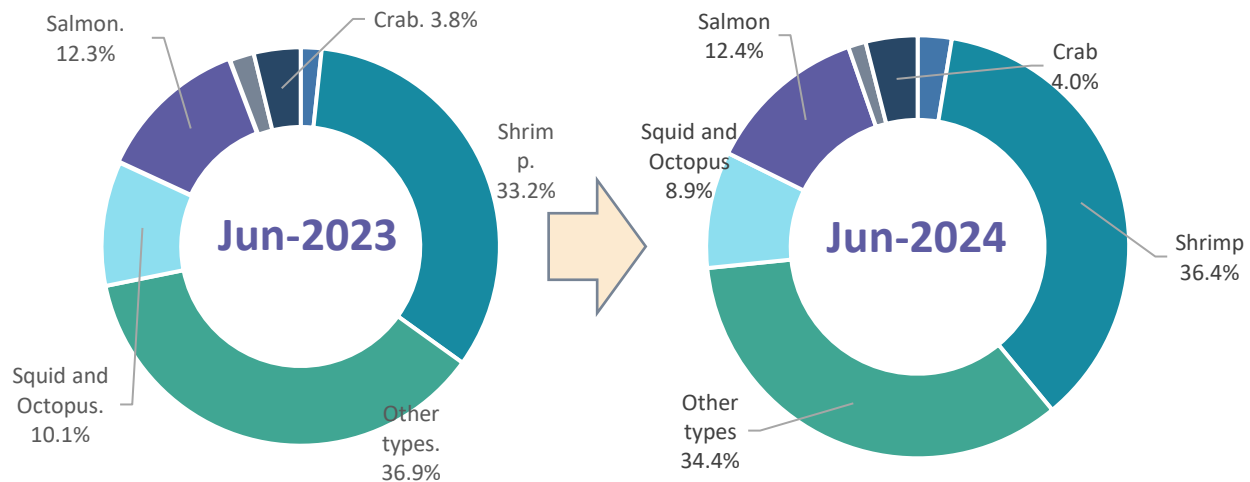


Changes in percentage of export results to Japan, Jun-2024

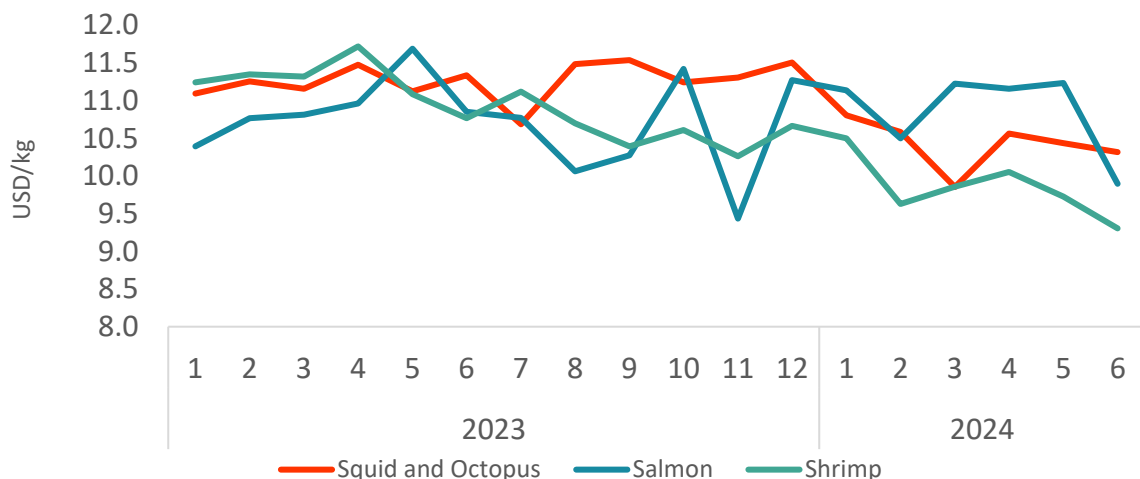


FISHERIES

Structure of exports by products to Japan, Jun-2024



Average export price to Japan, Jun-2024



Export results to Japan, Jun-2024



Salmon

Value: **15.4** Mil.USD

Increase **3.6%** compared to May-2024

Decrease **7.0%** compared to Jun-2023



Shrimp

Value: **45.2** Mil.USD

Increase **4.7%** compared to May-2024

Increase **1.6%** compared to Jun-2023



Squid and Octopus

Value: **11.1** Mil.USD

Decrease **16.8%** compared to May-2024

Decrease **18.0%** compared to Jun-2023

Squid and Octopus

The average export price in Jun-2024 is **10.3** USD/kg; Decrease **1.1%** compared to the previous month; and decrease **9.0%** compared to the same month of 2023.

Salmon

The average export price in Jun-2024 is **9.9** USD/kg; Decrease **11.9%** compared to the previous month; and decrease **8.8%** compared to the same month of 2023.

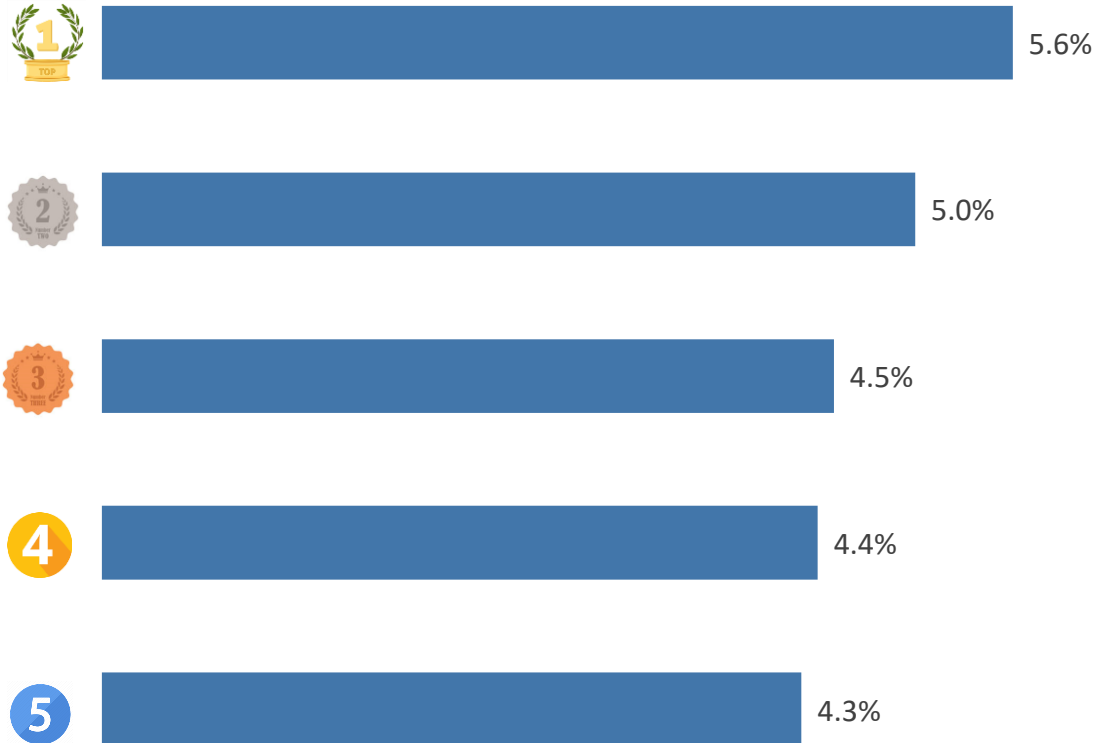
Shrimp

The average export price in Jun-2024 is **9.3** USD/kg; Decrease **4.4%** compared to the previous month; and decrease **13.6%** compared to the same month of 2023.

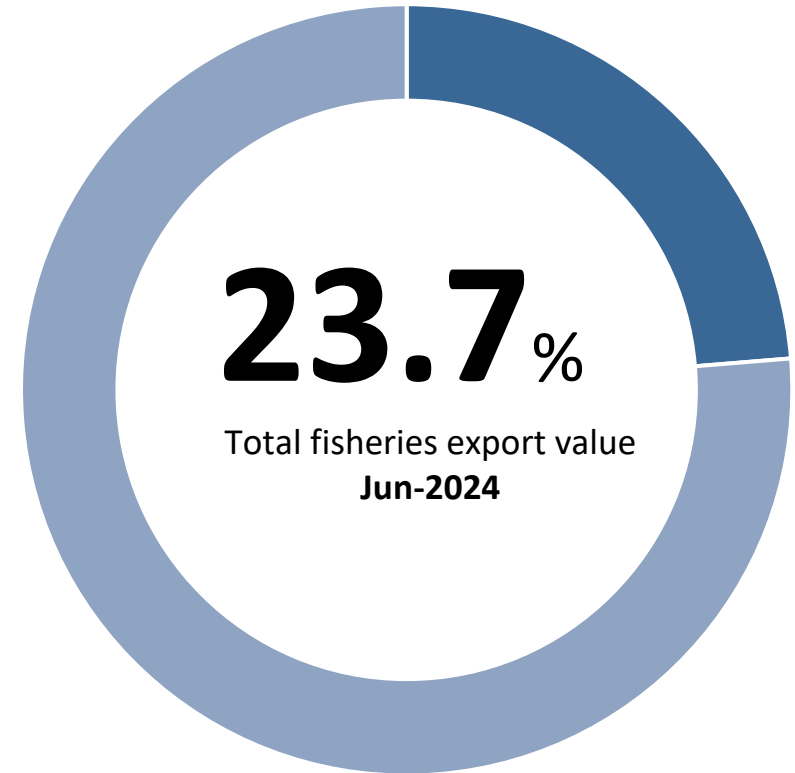


FISHERIES

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



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



Japan Relies on Southeast Asia to Export Scallops

Due to China's ongoing ban on Japanese seafood imports, Japan is looking to diversify its export markets, particularly focusing on Southeast Asian countries. In the first half of 2024, Japan significantly increased its exports of frozen scallops to Vietnam and Thailand. The exports of scallops in the shell to Vietnam reached 13,075 tons, marking a substantial increase of 2,078% compared to the same period last year. Particularly noteworthy is June's record high order volume of 5,256 tons, an increase of 175% from the previous month and 1,110% from the same period last year. Meanwhile, exports to Thailand in the first six months of the year reached 4,205 tons, reflecting a remarkable increase of 2,078% from the same period last year. Japan has set a target to double scallop exports to Thailand, aiming to reach \$15 million by 2024.

However, Japan's total export volume in the first six months of the year decreased by 52% compared to the same period last year (20,417 tons), indicating that the new markets have not yet compensated for the market share lost in China. Before the ban, China imported an average of about 95,000 tons of raw scallops from Japan annually.

Source: thuisanvietnam.com

Japanese Companies Increase Prices of Frozen Seafood by 2-17% Due to Rising Costs

Two major Japanese seafood companies, Maruha Nichiro Corp and Nissui Corp, will increase prices of frozen food products in the domestic market starting from September shipments. The price increase will range from 2% to 8% for Maruha Nichiro and from 2% to 17% for Nissui. This adjustment comes in the context of rising production costs, including fuel, packaging, and logistics. The recent depreciation of the Japanese yen has also driven up the cost of raw materials.

Source: [vasep](https://vasep.com)





FRUITS & VEGETABLES (EXPORT)

Export value to Japan, Jun-2024



Export results to Japan, Jun-2024

Value

Increase **12.3%** compared to May-2024

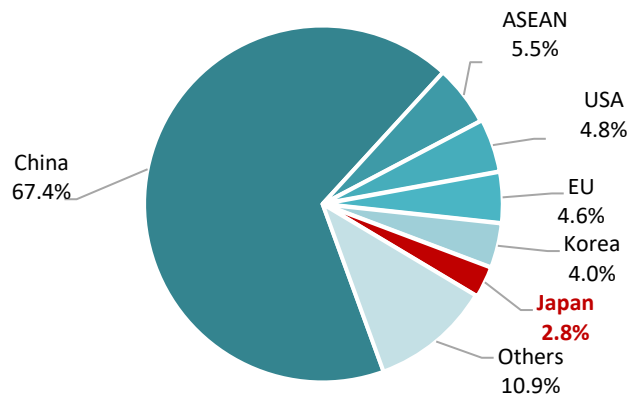
Increase **19.0%** compared to Jun-2023

19.0 **4.3 Mil.USD** higher than monthly average in 2023

Mil.USD

Accumulated 6 months 2024 reached **98.99 Mil.USD**, equal to **56.2%** of value in 2023

Percentage of export value to Japan, Jun-2024



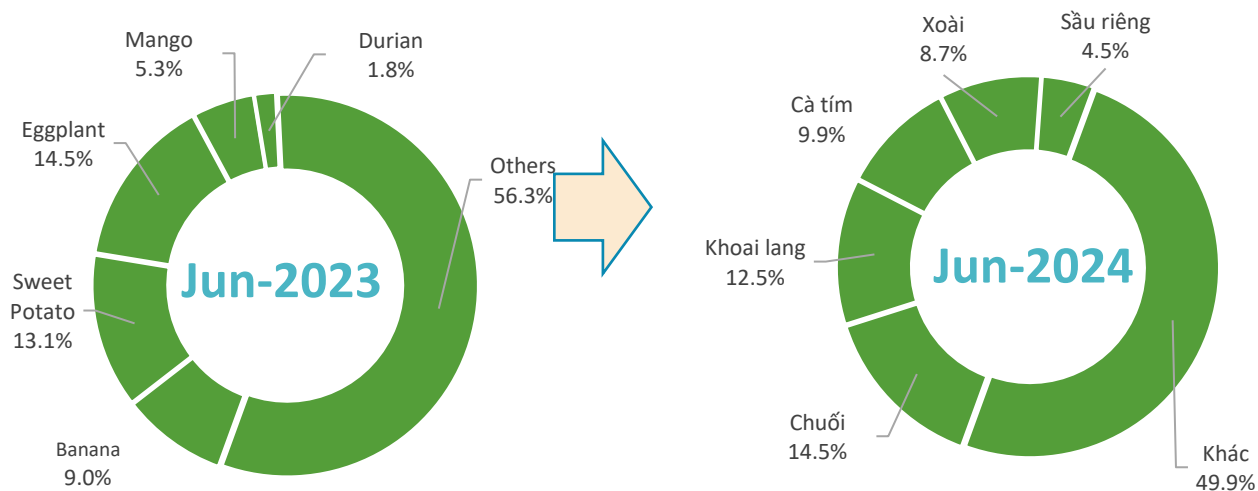
Changes in percentage of export results to Japan, Jun-2024





FRUITS & VEGETABLES (EXPORT)

Structure of exports by products to Japan, Jun-2024



Export results to Japan, Jun-2024



Banana

Value: **2.8** Mil.USD

Increase **14.4%** compared to May-2024

Increase **93.0%** compared to Jun-2023



Sweet Potato

Value: **2.4** Mil.USD

Increase **25.8%** compared to May-2024

Increase **13.7%** compared to Jun-2023



Eggplant

Value: **1.9** Mil.USD

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

Decrease **19.3%** so compared to Jun-2023



Mango

Value: **1.5** Mil.USD

Increase **8.0%** compared to May-2024

Increase **96.7%** compared to Jun-2023



Durian

Value: **0.7** Mil.USD

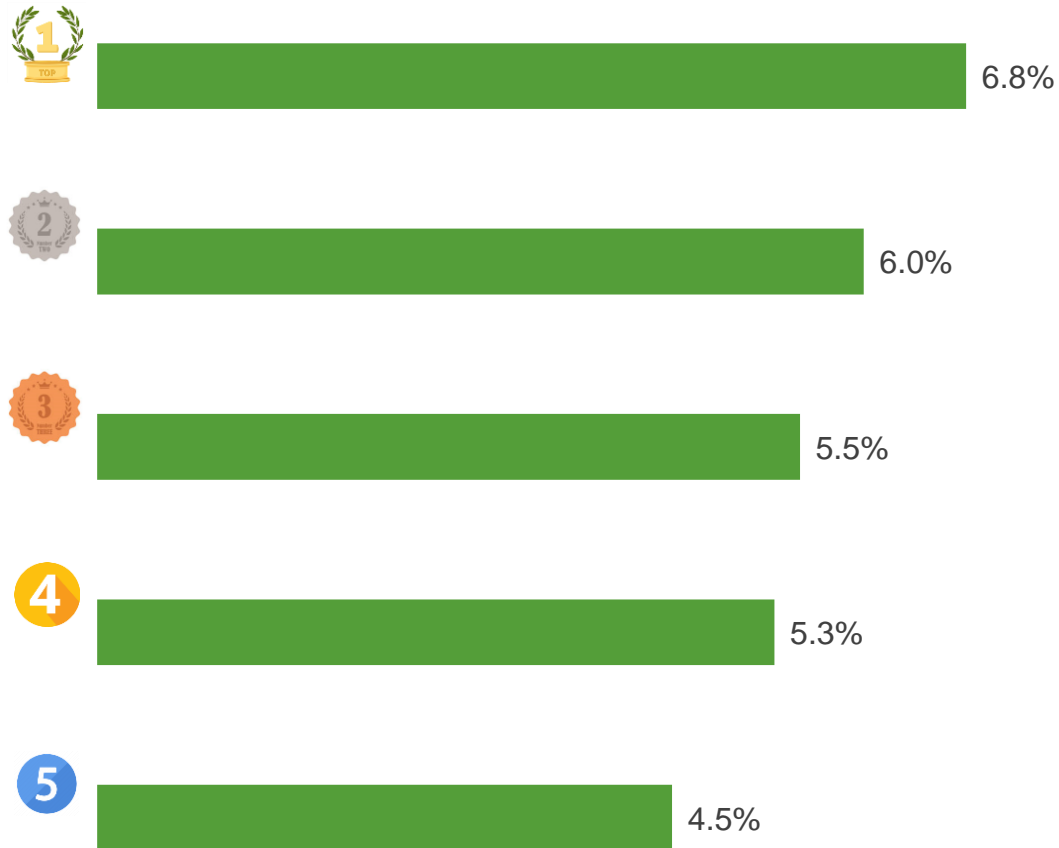
Increase **21.3%** compared to May-2024

Increase **190.6%** compared to Jun-2023

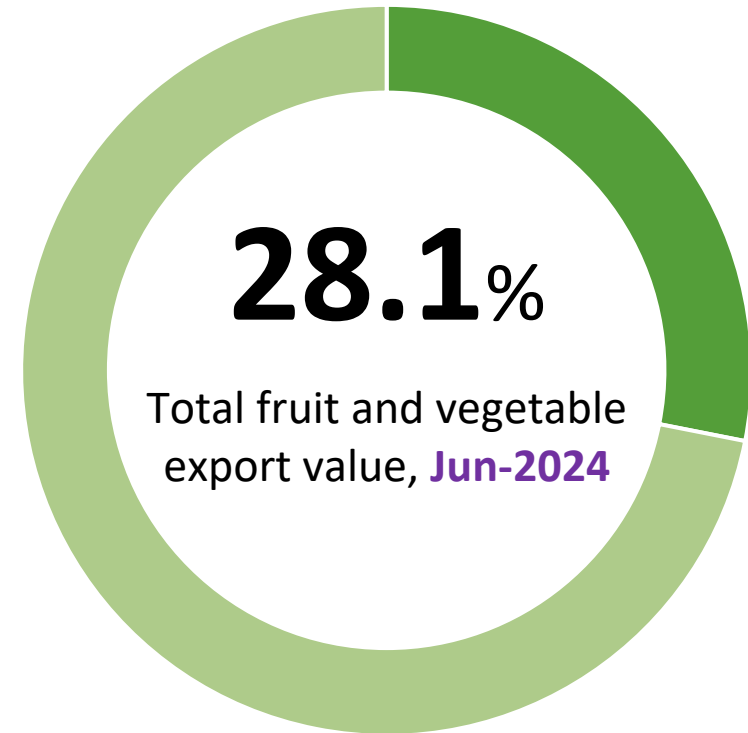


FRUITS & VEGETABLES (EXPORT)

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



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





FRUITS & VEGETABLES (IMPORT)

Import value from Japan, Jun-2024



Import results from Japan, Jun-2024

Value



0.32

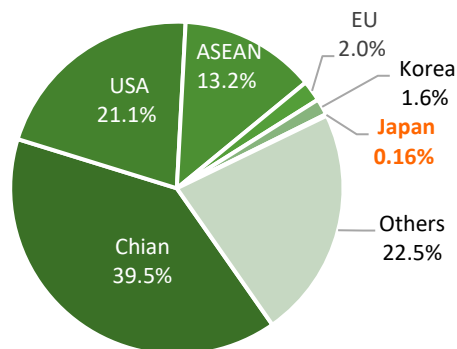
Mil.USD

Increase **92.3%** compared to May-2024

Decrease **7.8%** compared to Jun-2023
lower **228.9 nghìn USD** than monthly average in 2023

Accumulated 6 months 2024 reached **2.9 Mil.USD**, equal to **44.3%** of value in 2023

Percentage of import value from Japan, Jun-2024



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



01

Vegetable Growth Situation and Price Outlook in Japan for August 2024

According to Japan's Ministry of Agriculture, Forestry, and Fisheries, increased shipments from Hokkaido are expected to help stabilize the prices of carrots, potatoes, and onions in August 2024. Additionally, the ministry is promoting a "vegetable consumption" project to encourage the intake of vegetables for health benefits, offering resources and recipes to support this initiative..

Source: Tridge.com

02

Online Commerce to Play a Crucial Role in the Growth of the Fresh Grape Market in Japan

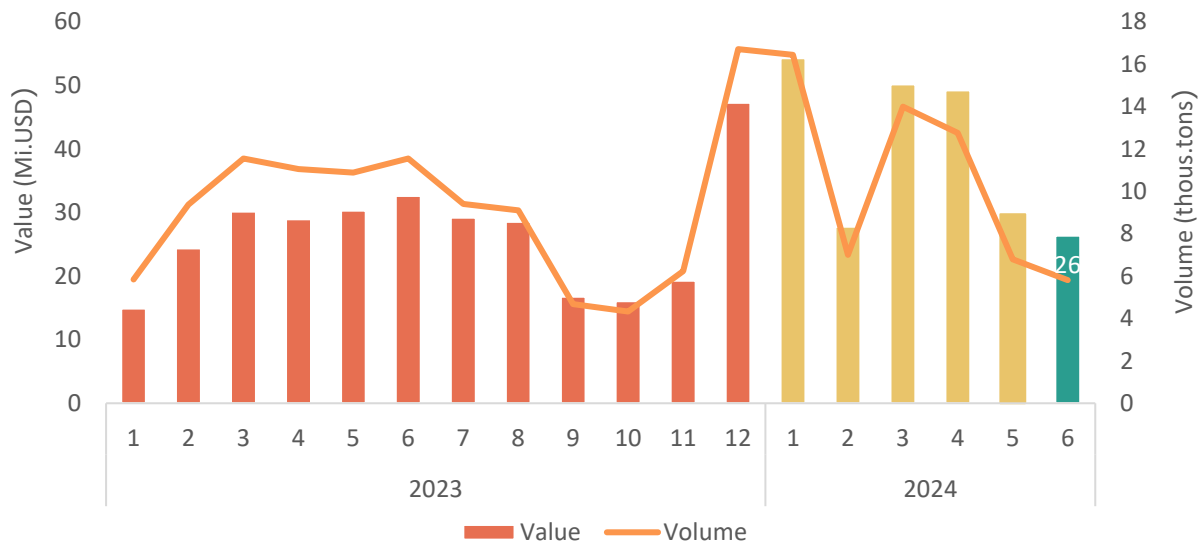
The fresh grape market in Japan is projected to grow at a CAGR of 6.67% from 2024 to 2029, reaching a value of \$569 million. This growth is attributed to the health benefits of grapes, the popularity of seedless grape varieties, and their use in baking. The market is expected to receive further impetus from e-commerce due to the rising internet penetration and the convenience of purchasing high-quality fresh grapes online.

Source: Tridge.com



COFFEE

Export value and volume to Japan, Jun-2024



Export results to Japan, Jun-2024

Value
26.3 Mil.USD

⚠ Decrease **11.4%** compared to May-2024

⚠ Decrease **19.2%** compared to Jun-2023

⚠ **0.2** Mil.USD lower than monthly average in 2023

❖ Accumulated 6 months 2024 reached **237.4** mil.USD, equal to **74.6%** of value in 2023

Volume
5.8 thous.tons

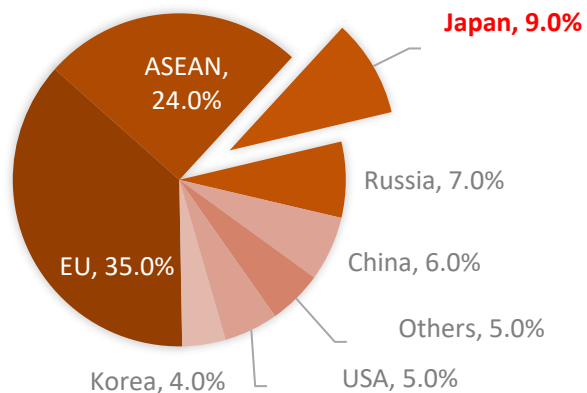
⚠ Decrease **14.5%** compared to May-2024

⚠ Decrease **49.7%** compared to Jun-2023

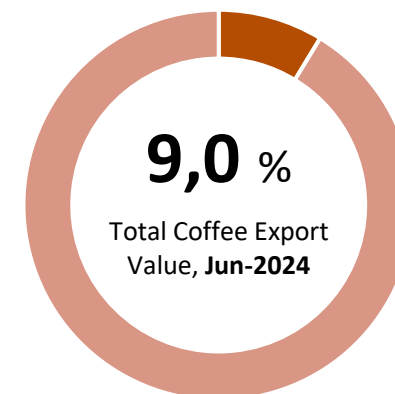
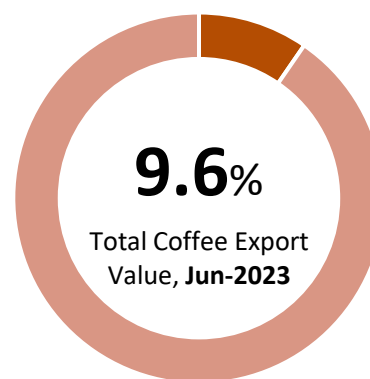
⚠ **3.4** thous.tons lower than monthly average in 2023

❖ Accumulated 6 months 2024 reached **62.8** thous.tons, equal to **56.7%** of volume 2023

Percentage of export value to Japan, Jun-2024

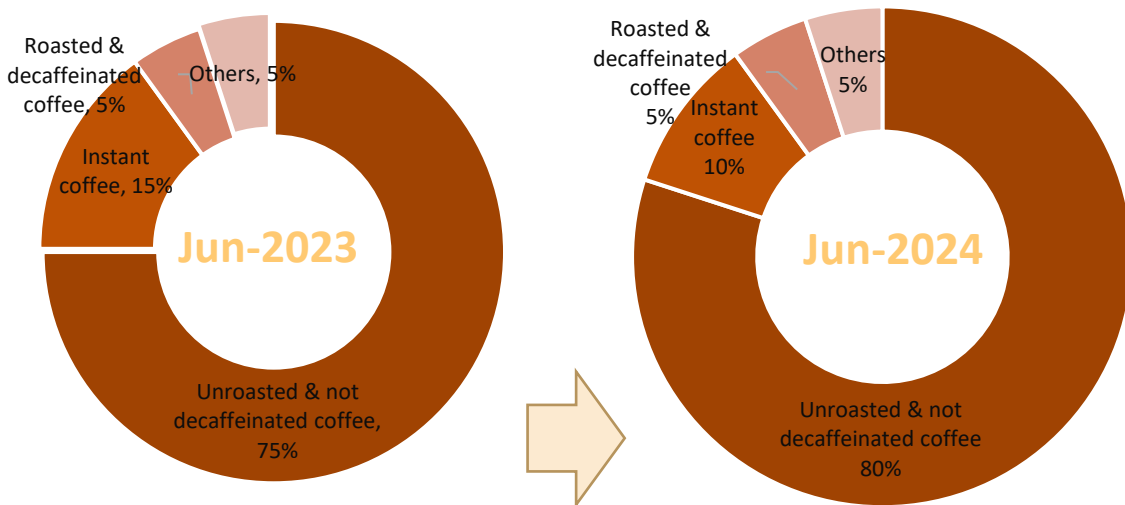


Changes in percentage of export results to Japan, Jun-2024

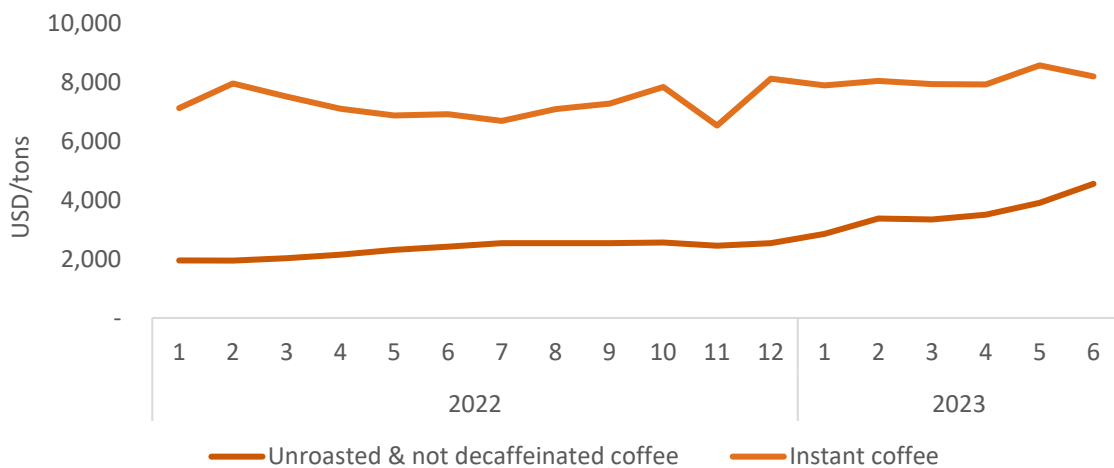


COFFEE

Structure of exports by products to Japan, Jun-2024



Average export price to Japan, Jun-2024



Export results to Japan, Jun-2024



Unroasted & not decaffeinated coffee

Value: **19.7** Mil.USD

Decrease **16.1%** compared to May-2024

Decrease **26.3%** compared to Jun-2023



Instant coffee

Value: **4** Mil.USD

Increase **0.5%** so compared to May-2024

Increase **18.4%** compared to Jun-2023



Others

Value: **0.9** Mil.USD

Decrease **42.6%** compared to May-2024

Increase **21.2%** compared to Jun-2023

Instant coffee

The average export price in Jun-2024 is **8.196** USD/tons. Decrease **4.4%** compared to the previous month; and increase **31%** compared to the same month of 2023.

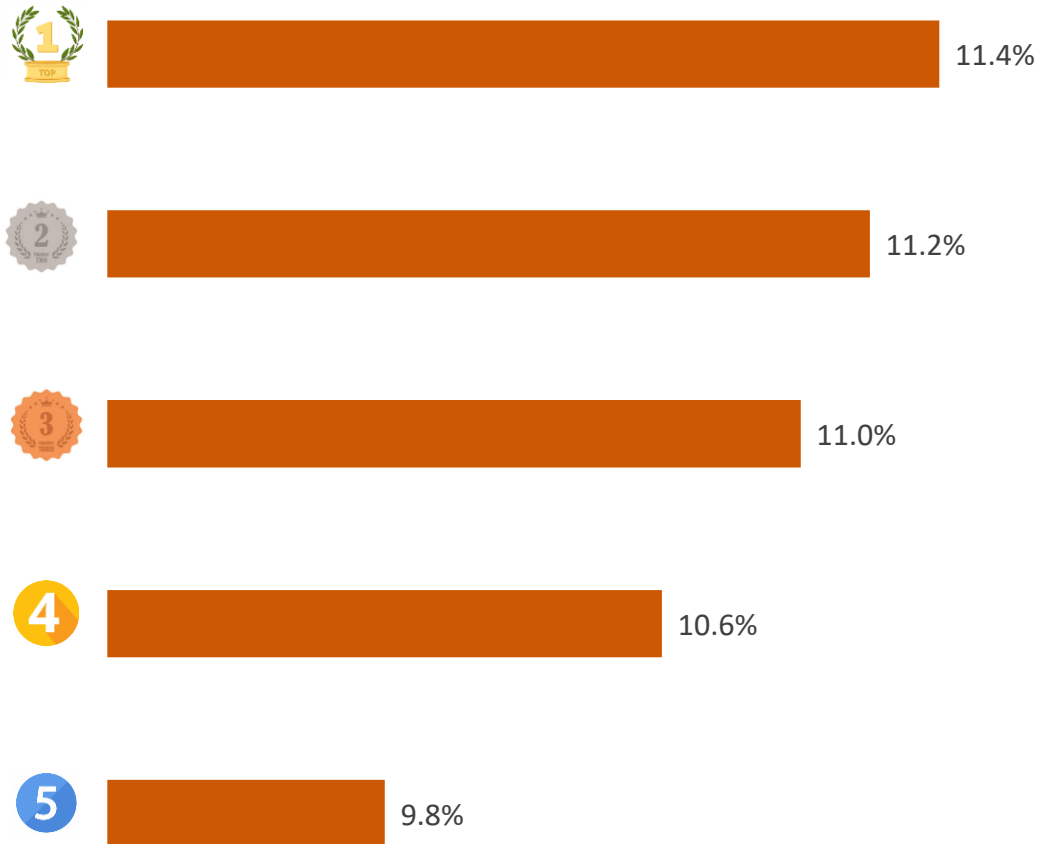
Unroasted & not decaffeinated coffee

The average export price in Jun-2024 is **4.554** USD/tons; Increase **16.6%** compared to the previous month; and increase **88.4%** compared to the same month of 2023.

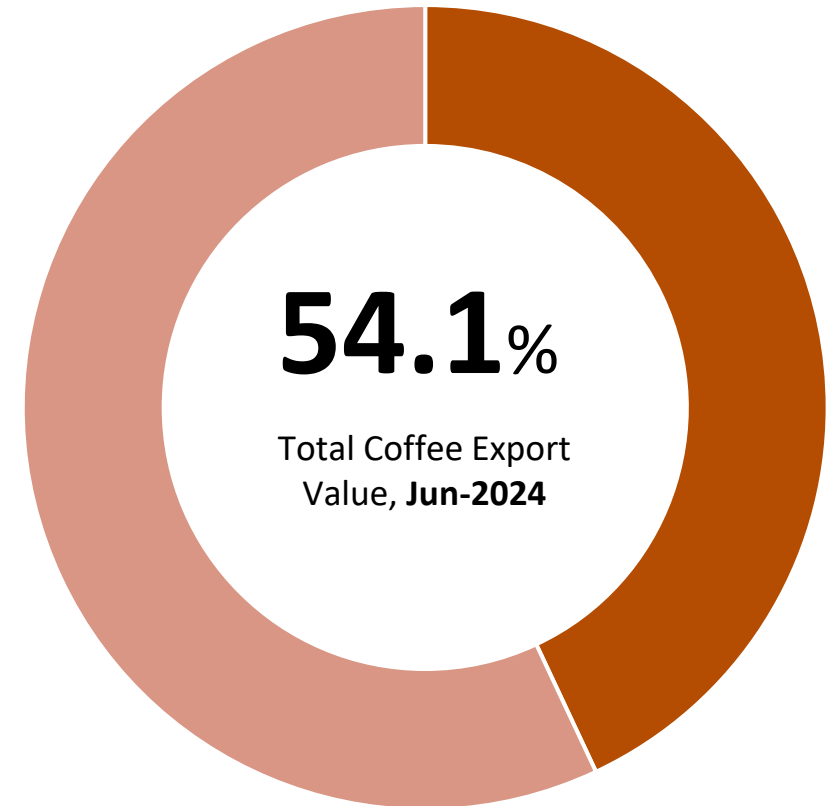


COFFEE

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



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





The Japanese coffee brand "%Arabica," renowned for its specialty coffee, is set to enter six new markets in Europe, North Africa, and South Asia by the end of 2024. The brand will launch stores in Budapest, Hungary, and Kathmandu, Nepal next month, with additional openings planned in Egypt and Spain in September 2024. Moreover, %Arabica is exploring opportunities to further expand its European footprint by launching in Germany, Italy, the Netherlands, and Portugal. Other markets of interest include Brunei, India, Iraq, Kazakhstan, Lebanon, and Myanmar. %Arabica is a major coffee brand in Japan, boasting 198 stores across 25 global markets, including 84 stores in China and a growing presence in the Middle East.

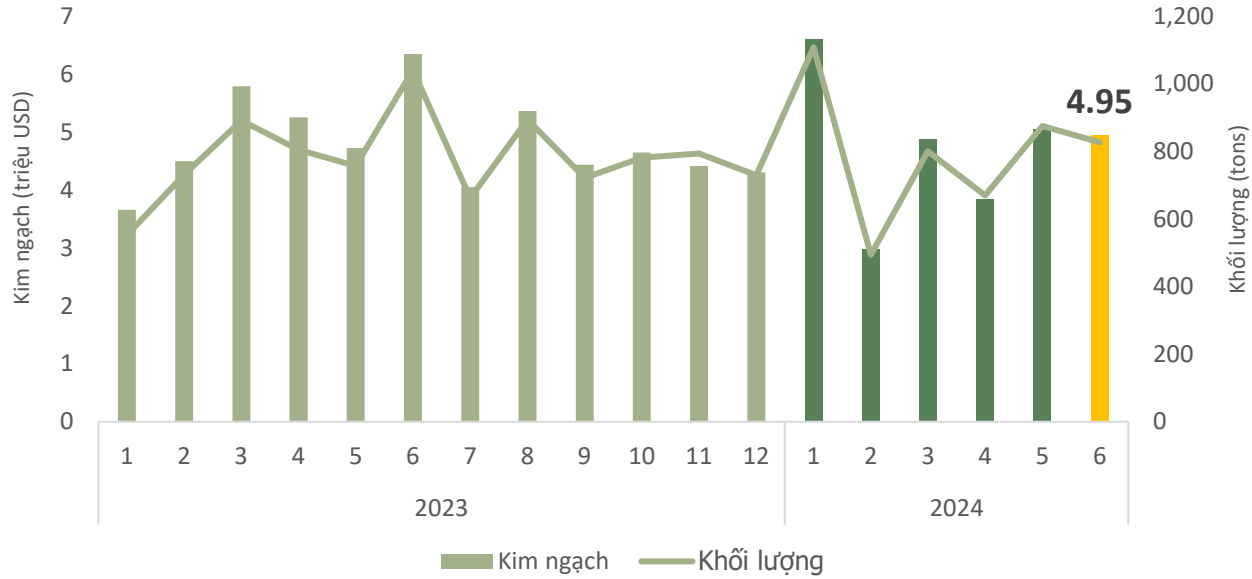
Source: worldcoffeeportal.com (Jul-2024)





CASHEW NUTS

Export value and volume to Japan, Jun-2024



Export results to Japan, Jun-2024

Value

4.95 Mil.USD

↘ Decrease **1.8%** compared to May-2024

↘ Decrease **22%** compared to Jun-2023

↑ **0.16** Mil.USD higher than monthly average in 2023

Accumulated 6 months 2024 reached **28** Mil.USD, equal to **49%** of value in 2023

Volume

827 tons

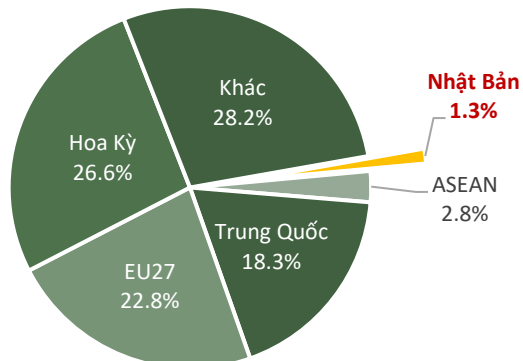
↘ Decrease **5.5%** compared to May-2024

↘ Decrease **20.6%** compared to Jun-2023

↑ **47** tons higher than monthly average in 2023

Accumulated 6 months 2024 reached **4.8** thous.tons, equal to **51%** of volume 2023

Percentage of export value to Japan, Jun-2024



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

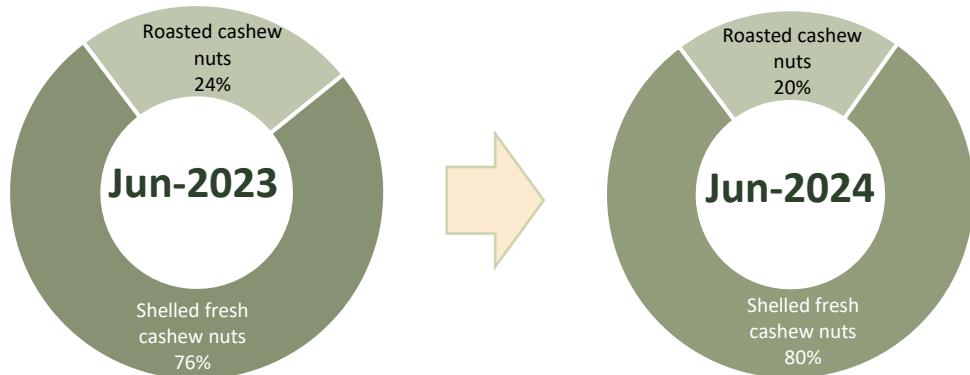


Source: Calculated from data of the General Department of Customs

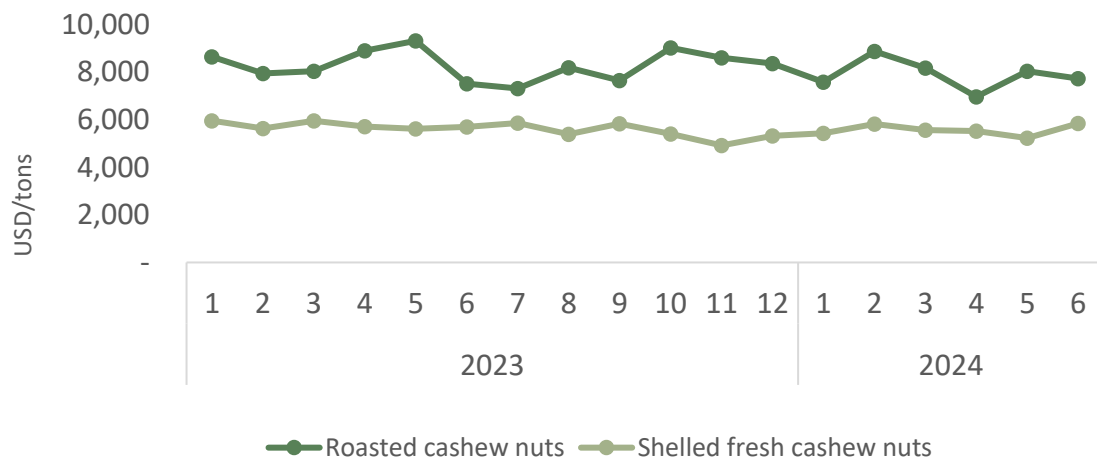


CASHEW NUTS

Structure of exports by products to Japan, Jun-2024



Average export price to Japan, Jun-2024



Export results to Japan, Jun-2024



Shelled fresh cashew nuts

Value: **3.96** Mil.USD

Increase **12.6%** compared to May-2024

Decrease **20%** compared to Jun-2023



Roasted cashew nuts

Value: **0.99** Mil.USD

Increase **42%** compared to May-2024

Increase **37.5%** compared to Jun-2023

Shelled fresh cashew nuts

The average export price in Jun-2024 is **5.839** USD/tons; **Decrease 3.8%** compared to the previous month; and **increase 2.8%** compared to the same month of 2023.

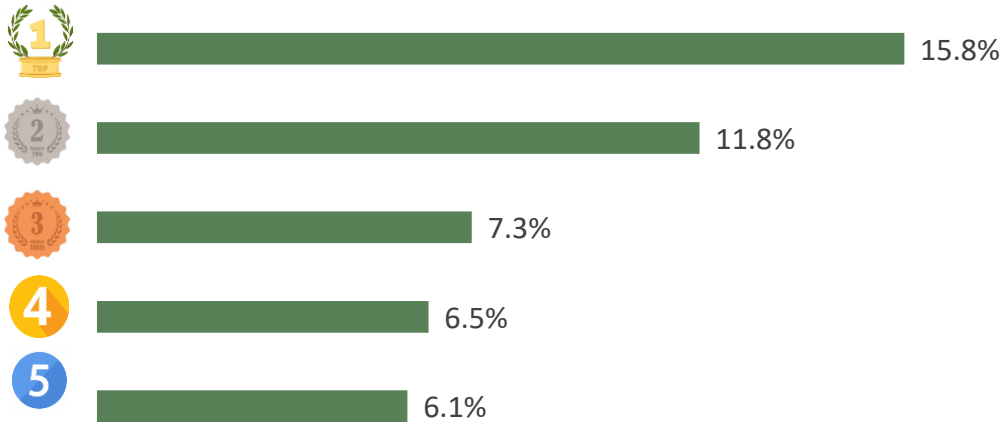
Roasted cashew nuts

The average export price in Jun-2024 is **7.723** USD/tons; **Increase 11.7%** compared to the previous month; and **increase 2.6%** compared to the same month of 2023.

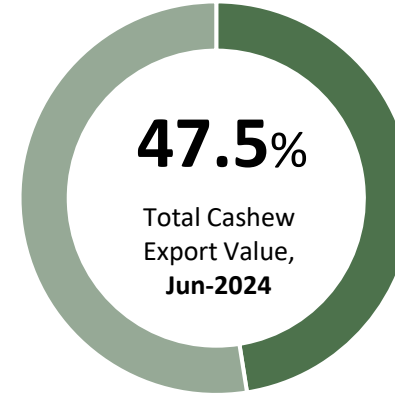


CASHEW NUTS

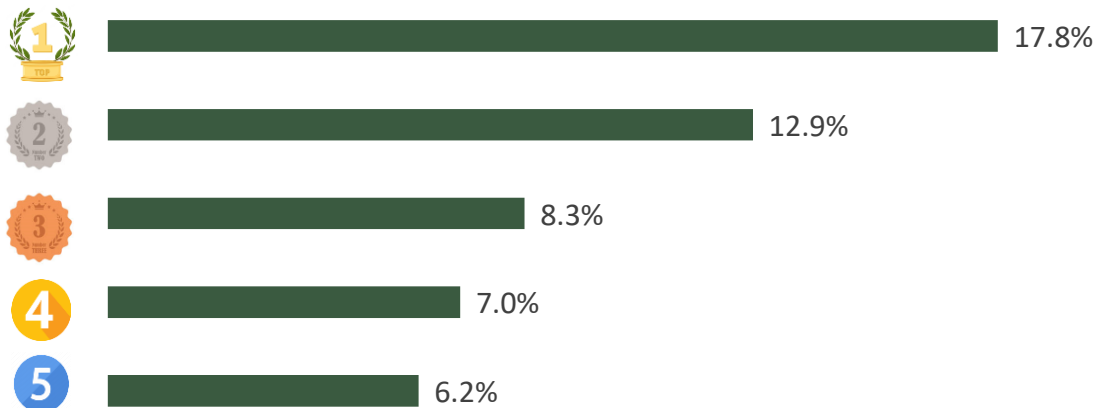
TOP 5 export enterprises by value to Japan, Jun-2024



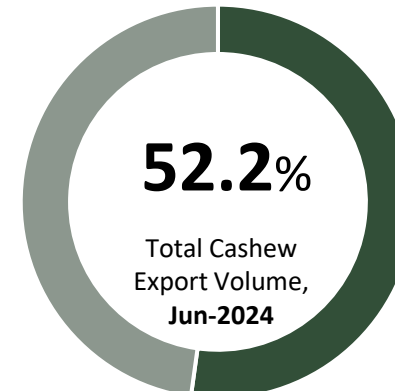
Value ratio of TOP 5 export enterprises to Japan, Jun-2024



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



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



CASHEW NUTS

SPOTLIGHTS



In the first five months of 2024, Japan imported 19.82 thousand tons of cashew nuts, valued at \$101.7 million. This represents a 1.7% increase in volume but an 8.7% decrease in value compared to the same period last year. Thailand was the only country to see an increase in both the value and volume of its cashew exports to Japan. Japan's cashew imports primarily come from Vietnam, accounting for 32.4% of the total import value (down 5.8% in value compared to the same period in 2023). Imports from China make up 31.7% (down 10.3%), India accounts for 15.3% (down 16.7%), and Thailand accounts for 4.3% (up 9.8%).

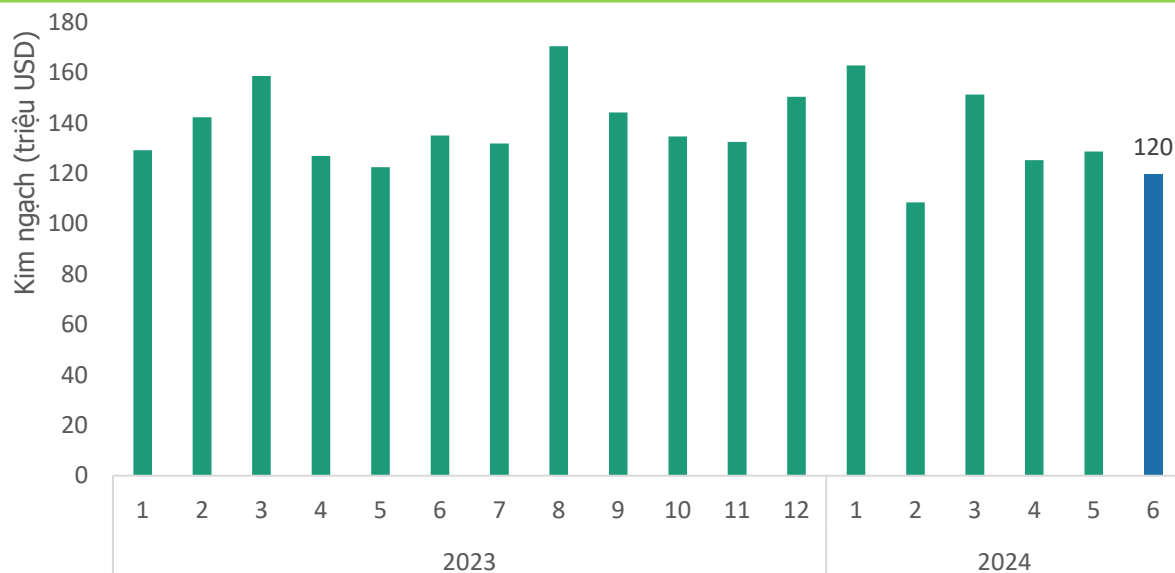
Source: [kampucheathmey.com](https://www.kampucheathmey.com)





WOOD & WOODEN PRODUCTS

Export value to Japan, Jun-2024



Export results to Japan, Jun-2024



Value

120

Mil.USD

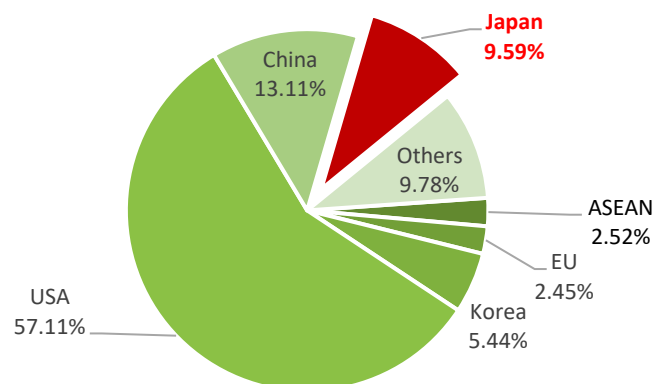
Decrease **7.0%** compared to May-2024

Decrease **11.4%** compared to Jun-2023

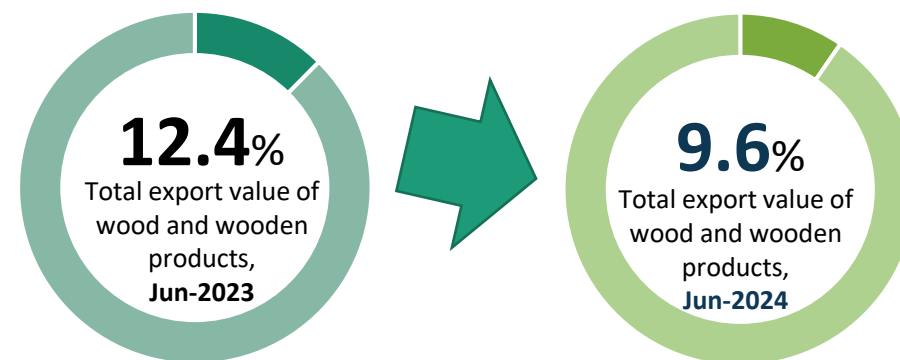
lower **20 Mil.USD** than monthly average in 2023

Accumulated 6 months 2024 reached **796.1** Mil.USD, equal to **47.4%** of value in 2023

Percentage of export value to Japan, Jun-2024



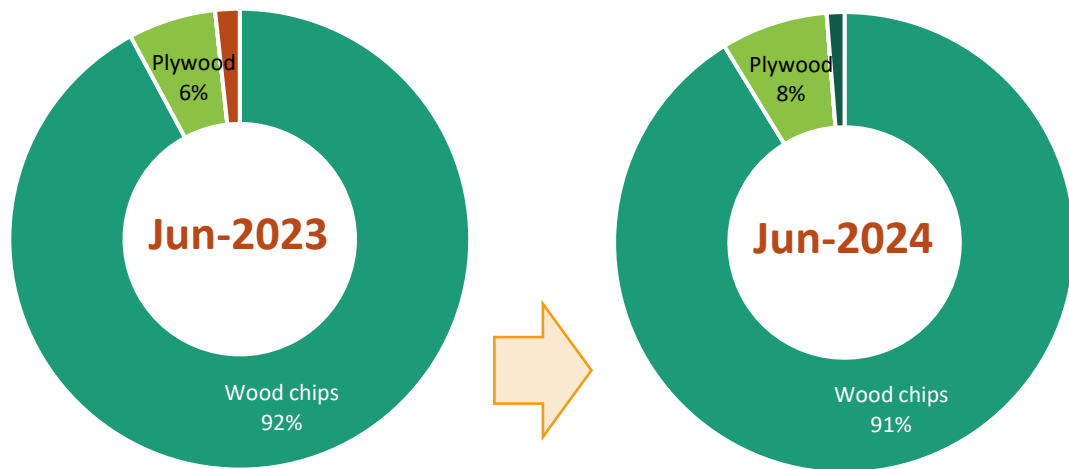
Changes in percentage of export results to Japan, Jun-2024





WOOD & WOODEN PRODUCTS

Structure of exports by products to Japan, Jun-2024



Export results to Japan, Jun-2024



Wood chips

Value: **73.2** Mil.USD

Decrease **8%** compared to May-2024

Decrease **18%** compared to Jun-2023



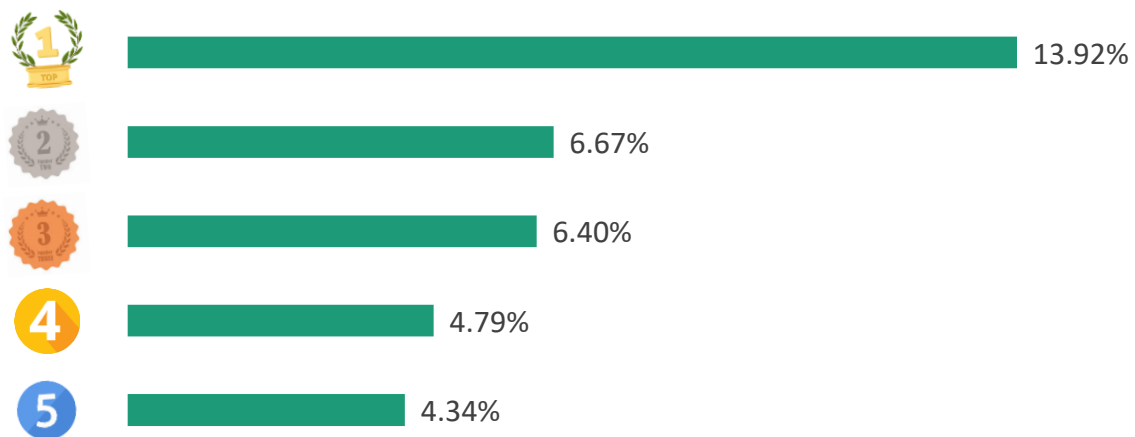
Plywood

Value: **6.0** Mil.USD

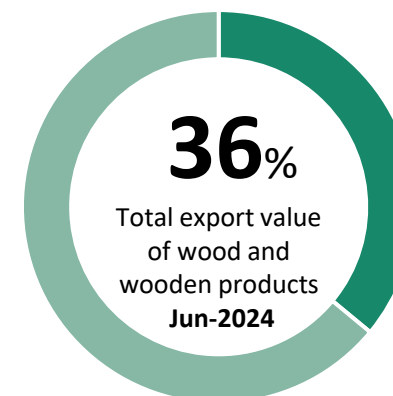
Increase **25%** compared to May-2024

Increase **1%** compared to Jun-2023

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



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





WOOD & WOODEN PRODUCTS



SPOTLIGHTS

In May 2024, Japan's imports of assembled wood flooring (HS441871-79) decreased by 10% compared to the previous month. China was the primary supplier, accounting for 70% of these imports, followed by Vietnam with 15%. Specifically, imports of assembled wood flooring under HS441875 made up 68% of the total import value during this period..

Japan's plywood imports in May 2024 are estimated to reach 109,788 cubic meters, a decrease of 11% compared to the previous month. The main suppliers of plywood to Japan are Indonesia, Malaysia, Vietnam, and China, accounting for over 90% of the total plywood imports..

Source: ITTO





Any comments, please send to:

INFORMATION CENTER FOR AGRICULTURE AND RURAL DEVELOPMENT
INSTITUTE OF POLICY AND STRATEGY FOR AGRICULTURE AND RURAL DEVELOPMENT

Address: *16 Thuy Khue Street, Thuy Khue Wd., Tay Ho Dist., Hanoi*

Email: thongtinhitruong@ipsard.gov.vn; info@agro.gov.vn

Website: <http://agro.gov.vn/>

