



ISPAE

Volume: Jun-2025

MONTHLY REPORT ON
AGRI-PRODUCTS EXPORT

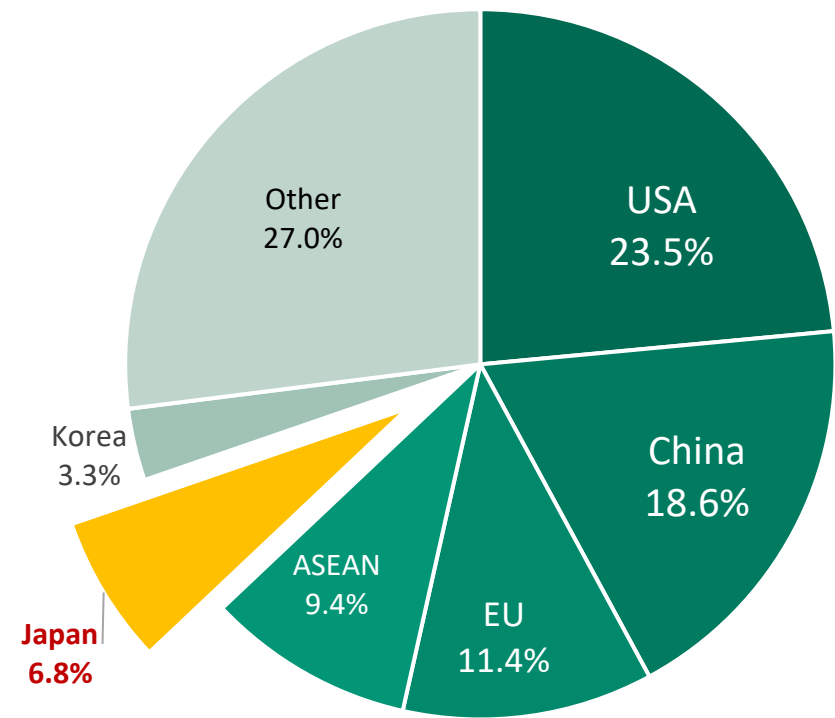
**FROM VIETNAM TO
JAPAN MARKET**

Prepared by: **AGREINFOS**



THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIET NAM TO JAPAN IN MAY 2025

Share of AFF product export to Japan in May-2025

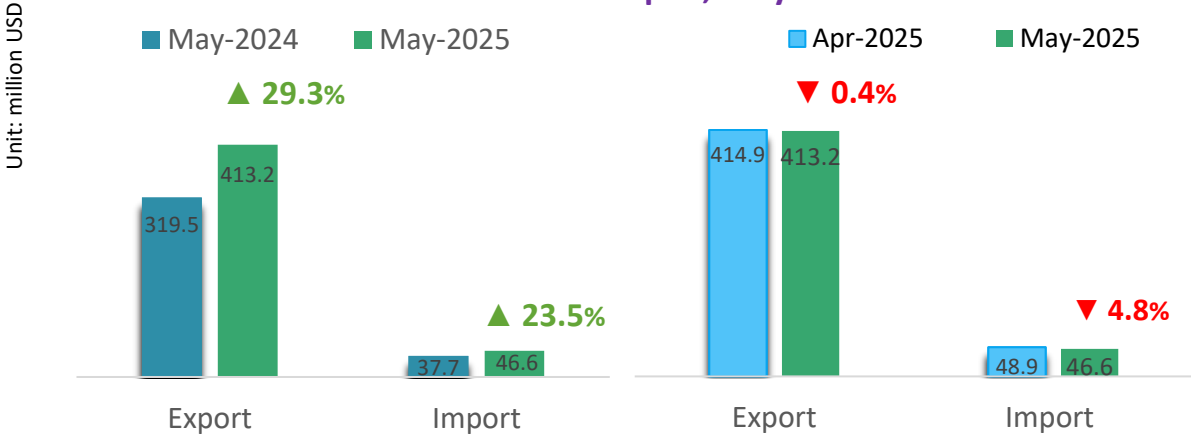


Changes in the share of AFF product export to Japan in May-2025 compared to Apr-2025 and May-2024

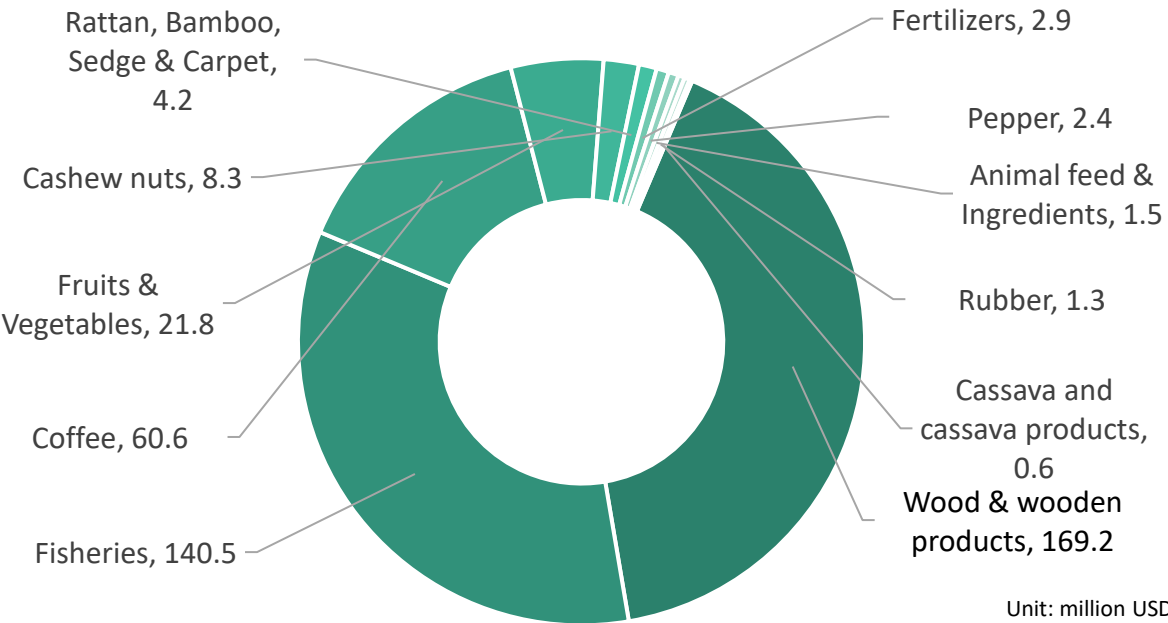
Market	Export value (million USD)	Compared to Apr-2025	Compared to May-2024
USA	1,434	▲ 2.8%	▲ 2.4%
China	1,134	▲ 0.6%	▼ 4.3%
EU	696	▼ 0.7%	▲ 3.8%
ASEAN	576	▼ 0.5%	▼ 2.3%
Japan	413	▼ 0.1%	▲ 0.3%
Korea	200	▼ 0.2%	▼ 0.6%
Total export	6,101		

THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIET NAM TO JAPAN IN MAY 2025

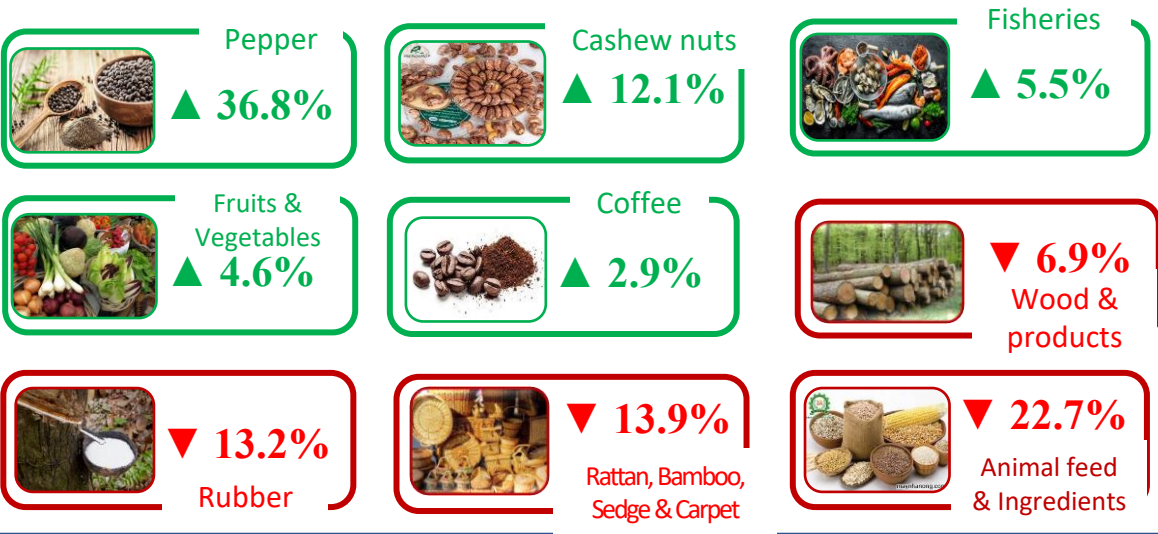
AFF product import-export value between Viet Nam and Japan, May-2025



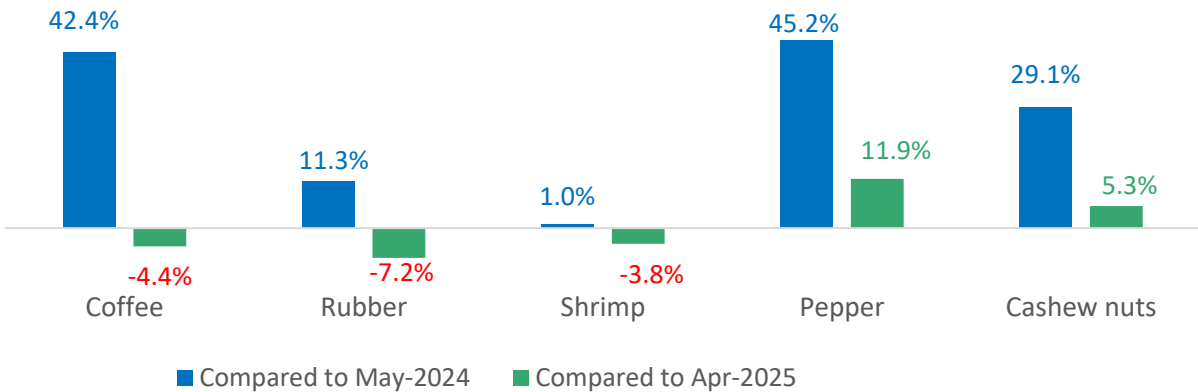
Key AFF product export value to Japan, May-2025



Changes in key AFF product export value to Japan in May-2025 compared to Apr-2025



Changes in key AFF product export value to Japan in May-2025 compared to Apr-2025 and compared to May-2024



Source: Calculated from data of the Department of Customs

Japan's Exports Decline Due to Tariffs

Japan's exports fell in May 2025, marking the sharpest drop since September last year because of new trade policies of the U.S. President Donald Trump.

According to Japan's Ministry of Trade, the country's export value decreased by 1.7% year-on-year in May 2025. Notably, exports to the United States dropped by 11.1% compared to the same period last

year, while exports to China - Japan's largest trading partner - declined by 8.8%. The Central Bank of Japan warned that tariffs are likely to slow down global economic growth and reduce the profits of Japanese companies, which could have a negative impact on Japan's overall economic expansion.



Source: vneconomy.vn

Tariff Negotiations: U.S. President Threatens High Tariffs, Japanese Prime Minister Responds Firmly

According to The Japan Times, on July 1st, U.S. President Donald Trump expressed doubts about the possibility of reaching a trade agreement with Japan. For the third consecutive day, he issued critical statements, ultimately threatening to impose tariffs of up to 35% on Japanese goods.

President Trump argued that Japan imports too little rice and too few automobiles from the US. He stated that he might end the negotiations altogether and unilaterally set tariff levels on Japanese products.

Japanese Prime Minister Shigeru Ishiba affirms his determination to protect Japan's national interests amid ongoing challenges in trade negotiation with the US.



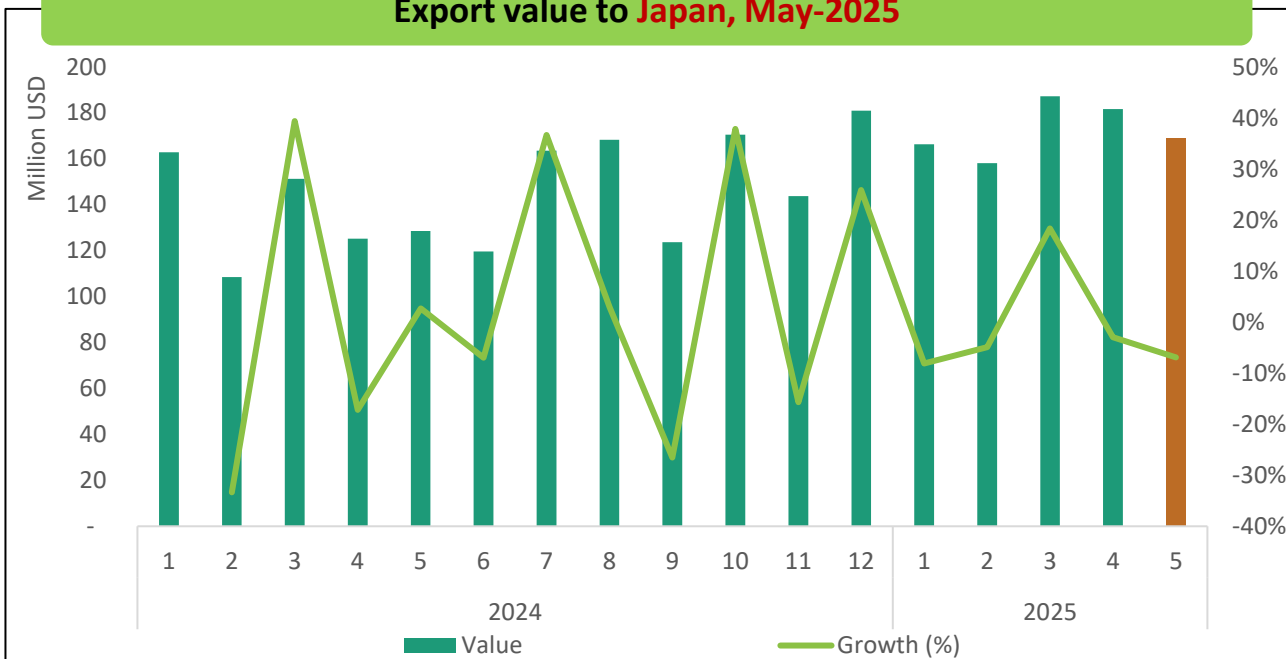
Source: baotintuc.vn





WOOD AND WOODEN PRODUCTS

Export value to Japan, May-2025



Export results to Japan, May-2025

VALUE



169

million USD

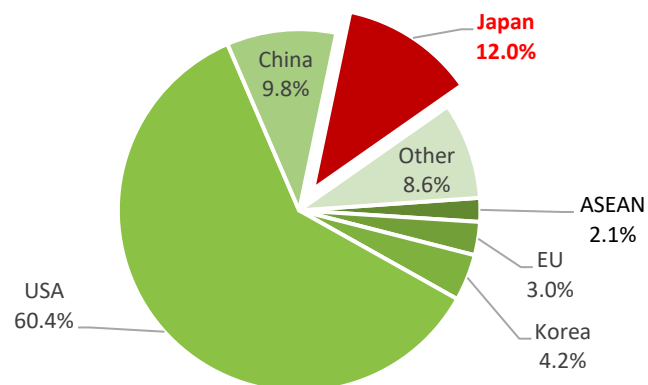
Decrease **6.9%** compared to Apr-2025

Increase **31.5%** compared to May-2024

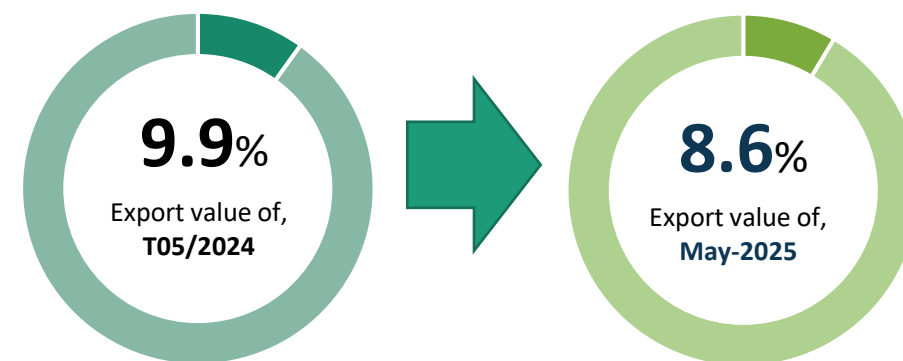
↑ **23.6 million USD** more than the monthly average rate in 2024

❖ Accumulated 5 months of 2025 reaches **862.5 million USD**, **49.4%** of total 2024

Percentage of export value to Japan, May-2025



Changes in percentage of export value to Japan, May-2025





WOOD AND WOODEN PRODUCTS

Structure of exports by products to Japan, May-2025



Export results to Japan, May-2025



Wood chips

Value: **123.1** million USD

Decrease **4%** compared to Apr-2025

Increase **54%** compared to May-2024



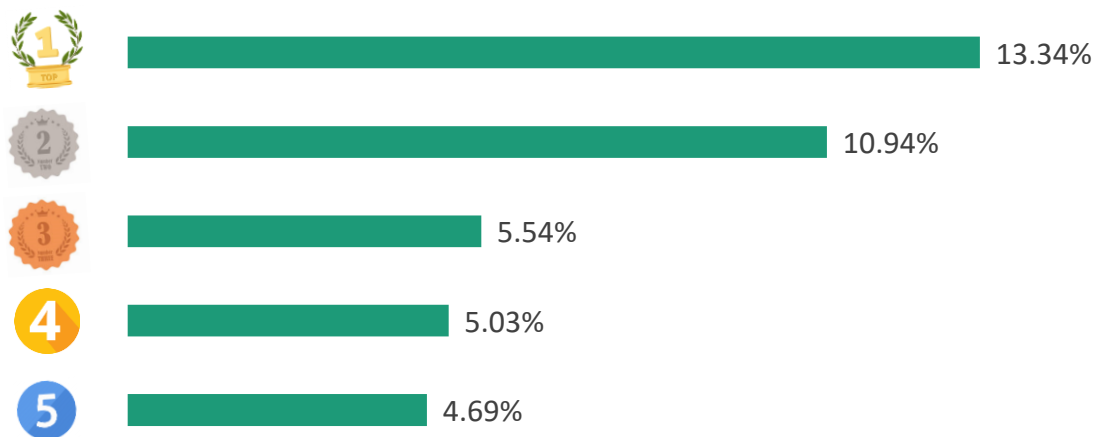
Plywood

Value: **7.2** million USD

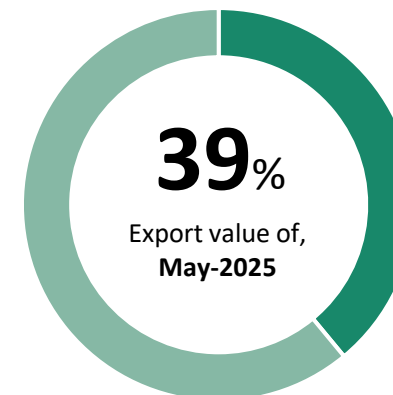
Decrease **12%** compared to Apr-2025

Increase **49%** compared to May-2024

TOP 5 export enterprises by value to Japan, May-2025



Value ratio of TOP 5 export enterprises to Japan, May-2025



WOOD AND WOODEN PRODUCTS



SPOTLIGHTS

Imports of wood furniture of Japan in April 2025 showed notable fluctuations. For wooden office furniture (HS 940330), Japan mainly imported from China (83%), Poland (5%), and Malaysia (3%), with the total value falling by 8% compared to the same period in 2024.

Wooden kitchen furniture (HS 940340) was primarily supplied by the Philippines and Vietnam, which together accounted for over 70% of imports. The total value reached 1.889 billion yen (USD 13.03 million), up 22% year-on-year. Germany rose to become the third-largest supplier, while imports from China increased by 7% compared to March.

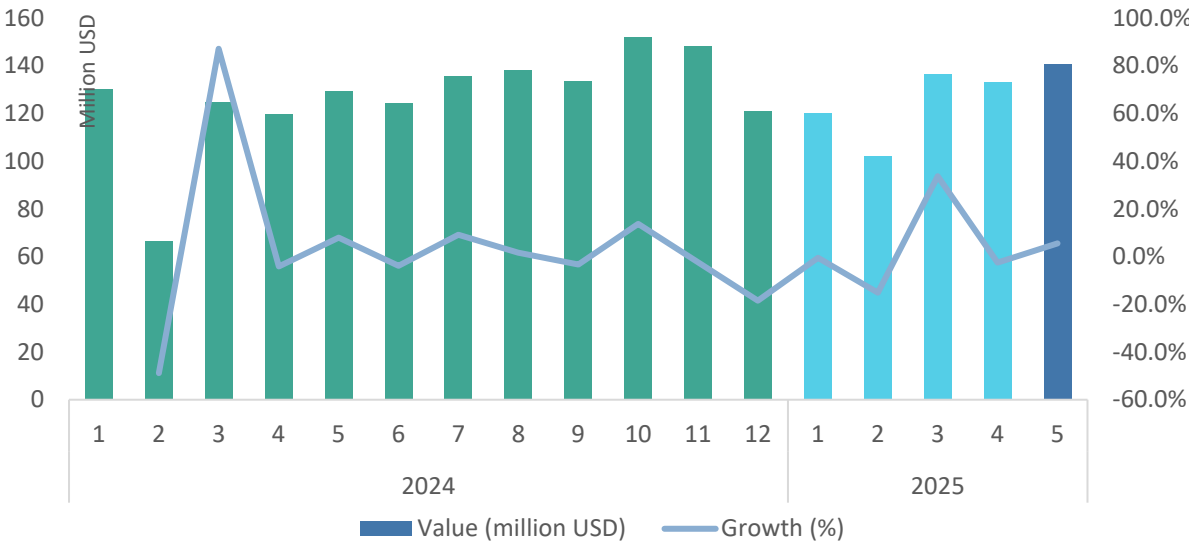
Wooden bedroom furniture (HS 940350) experienced significant volatility, with China accounting for 56% and Vietnam 36% of imports. Although the total value was nearly equal to that of the same period last year, it dropped 9% from the previous month.

Wooden furniture parts (HS 940391) continued to be mainly imported from China (50%), Indonesia (17%), Vietnam (13%), and Malaysia (7%). While imports from Italy declined, supplies from Finland, Poland, and Austria recorded increases compared to previous months.

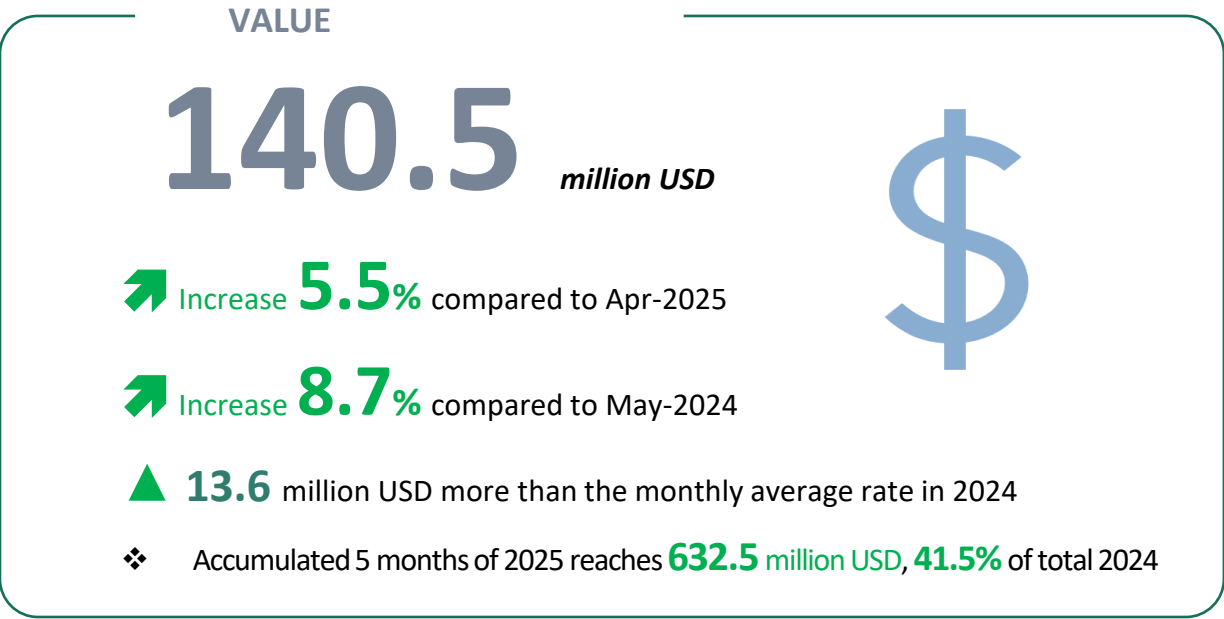


FISHERIES

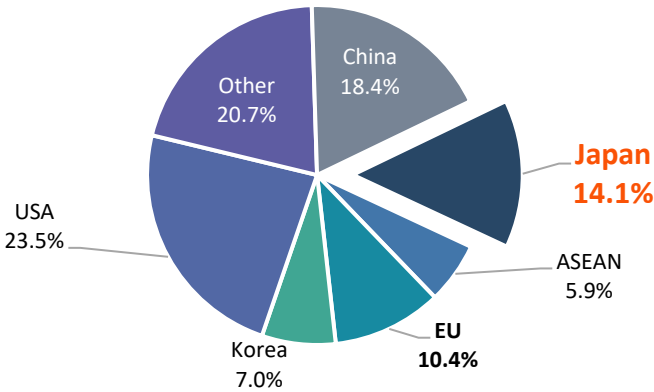
Export value to Japan, May-2025



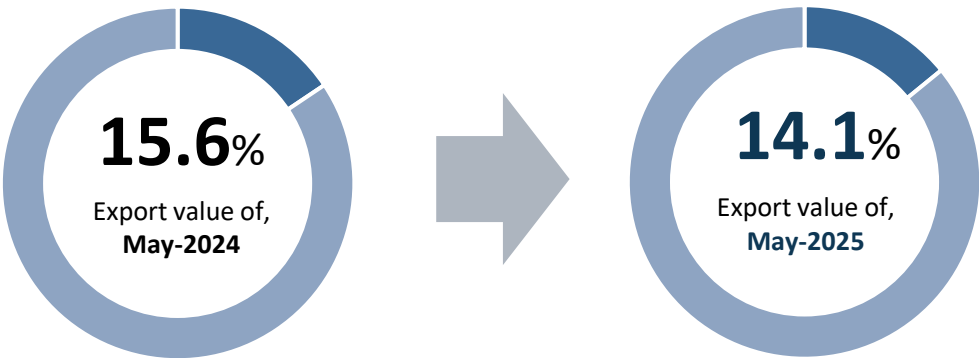
Export results to Japan, May-2025



Percentage of export value to Japan, May-2025



Changes in percentage of export value to Japan, May-2025

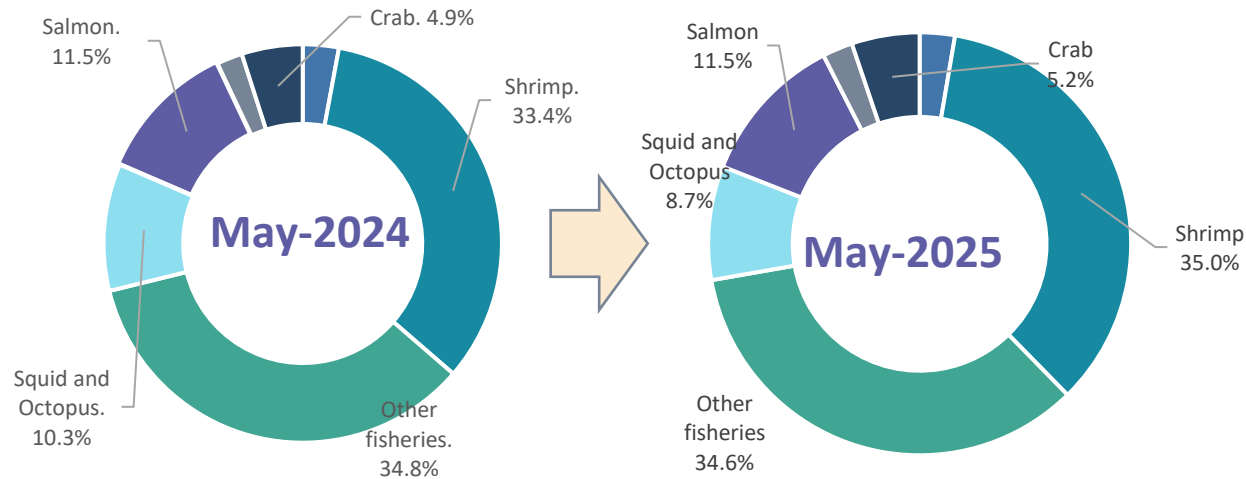


Source: Calculated from data of the Department of Customs

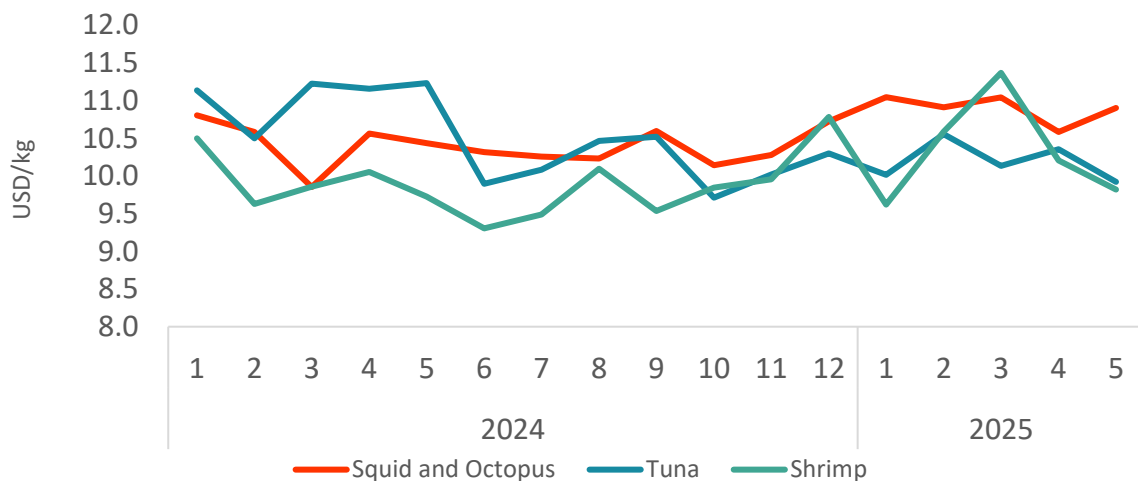


FISHERIES

Structure of exports by products to Japan, May-2025



Average export fisheries price to Japan, May-2025



Export results to Japan, May-2025



Salmon

Value: **16.2** million USD
Increase **5.1%** compared to Apr-2025
Increase **9.2%** compared to May-2024



Shrimp

Value: **49.1** million USD
Increase **7.7%** compared to Apr-2025
Increase **13.7%** compared to May-2024



Squid and Octopus

Value: **12.2** million USD
Decrease **6.3%** compared to Apr-2025
Decrease **8.2%** compared to May-2024

Squid and Octopus

The average export price in May-2025 is **10.9** USD/kg; **increase 3.0%** compared to previous month; and **increase 4.5%** compared to the same month of 2024.

Salmon

The average export price in May-2025 is **9.9** USD/kg; **decrease 4.2%** compared to previous month; and **decrease 11.6%** compared to the same month of 2024.

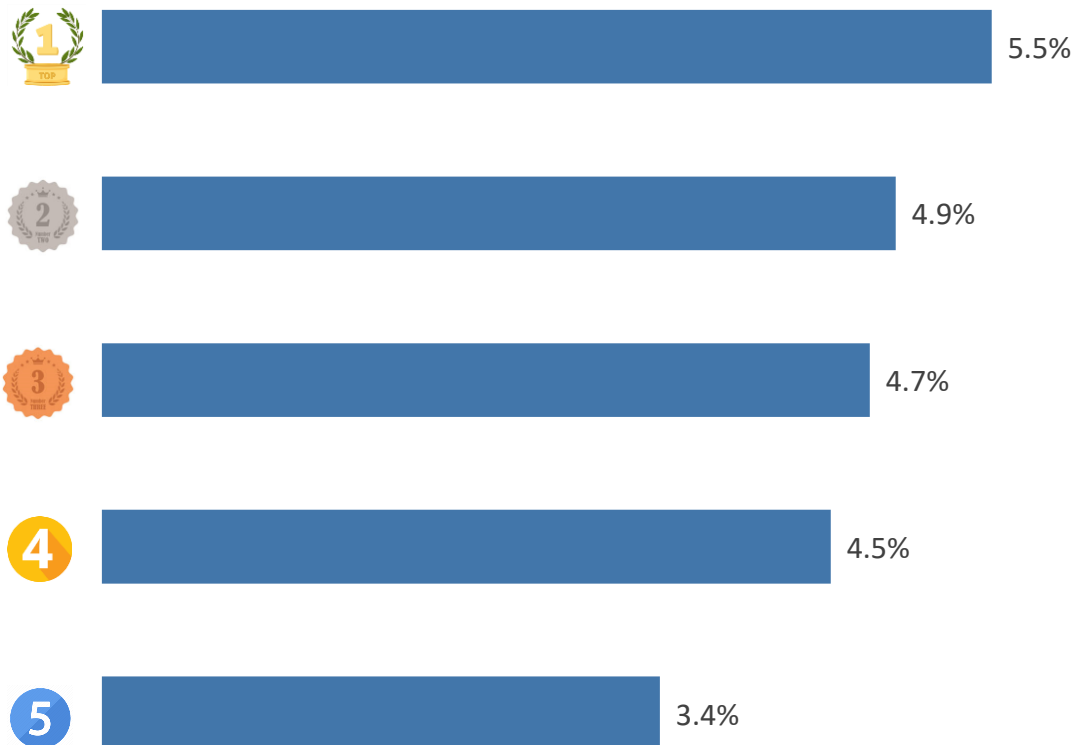
Shrimp

The average export price in May-2025 is **9,8** USD/kg; **decrease 3.8%** compared to previous month; and **increase 1.0%** compared to the same month of 2024.

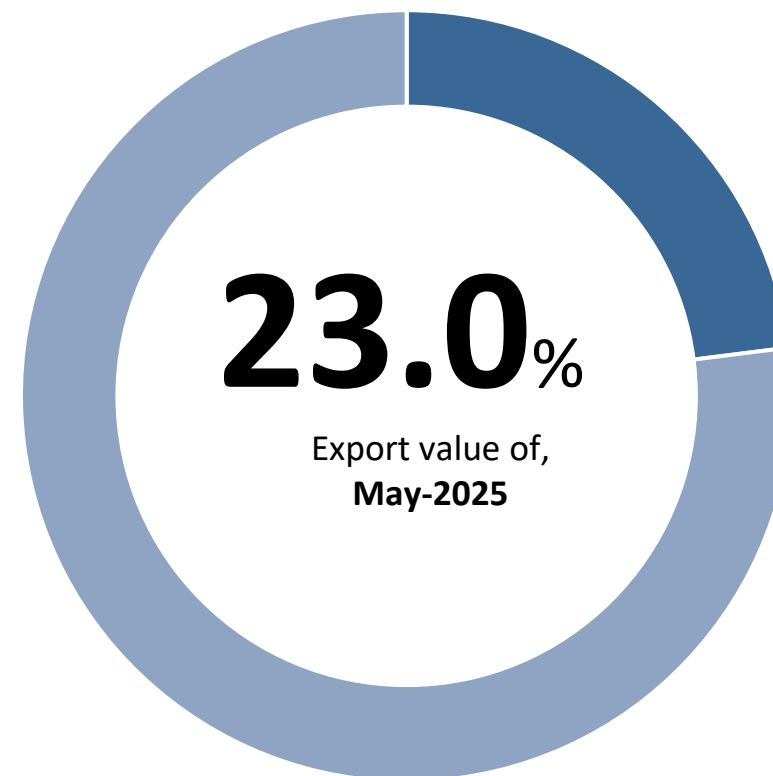


FISHERIES

TOP 5 export enterprises by value to Japan, May-2025



Value ratio of TOP 5 export enterprises to Japan, May-2025



Japan aims to reach 7.8 billion USD in seafood exports by 2030

The Japanese government revised its national strategy to promote agricultural, forestry, and fishery exports, with the goal of increasing seafood export value to approximately USD 7.8 billion by 2030 - a significant rise from around USD 2.6 billion in 2024.

Priority export products include scallops, orange roughy, sea bream, and oysters - the latter three being newly added to the strategic list. Japan will continue to diversify its export markets, with a focus on the United States, China, South Korea, and Taiwan, and will enhance exports of farmed scallops and yellowtail fish.

The strategy also focuses on upgrading and increasing the number of seafood processing facilities that meet export standards for key markets such as the United States, Vietnam, China, and the European Union.

By 2030, the Japanese government aims to expand the number of certified processing facilities to meet international retailers' demands for quality and sustainability, while also strengthening trade promotion efforts to support this growth.

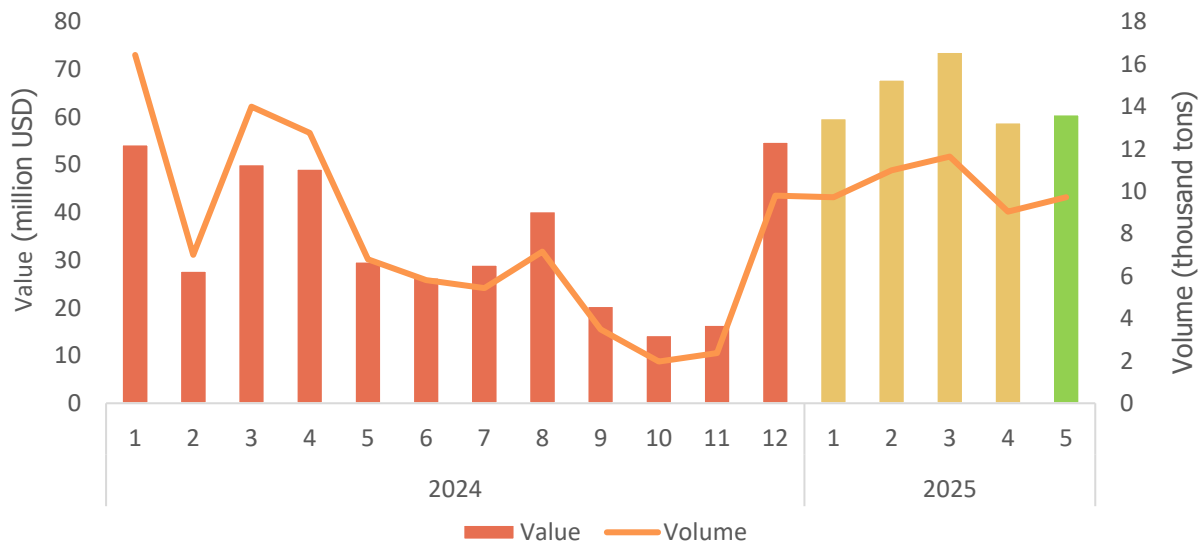
Source: Vasep



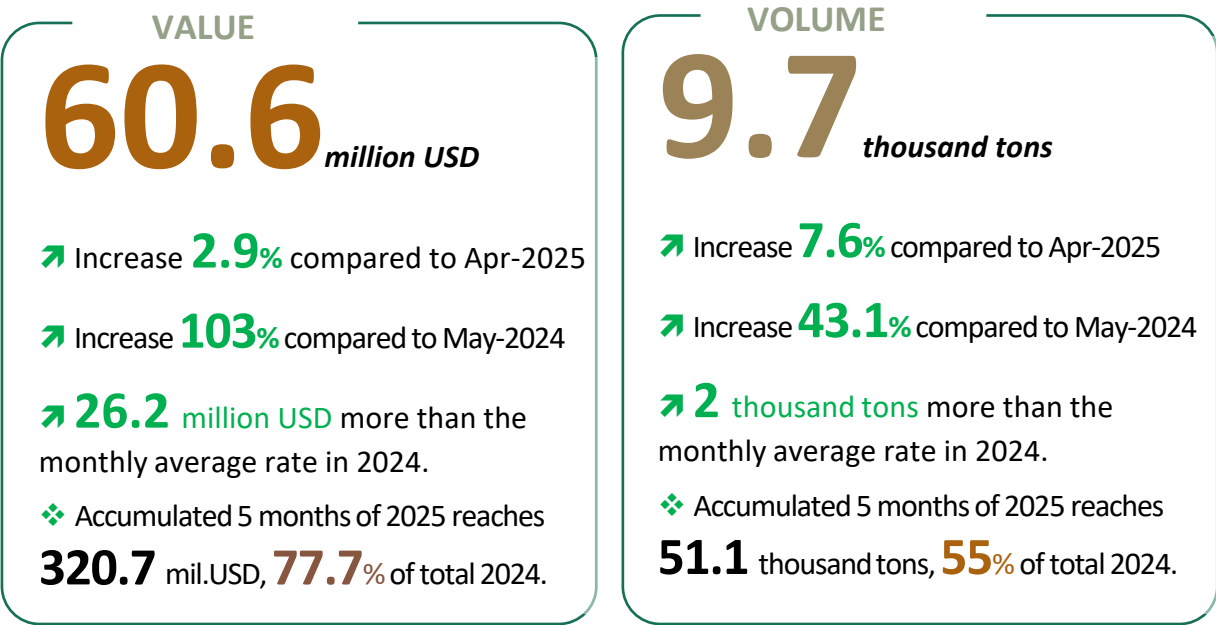


COFFEE

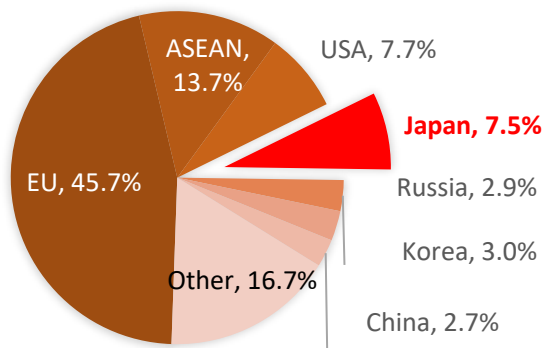
Export volume and value to Japan, May-2025



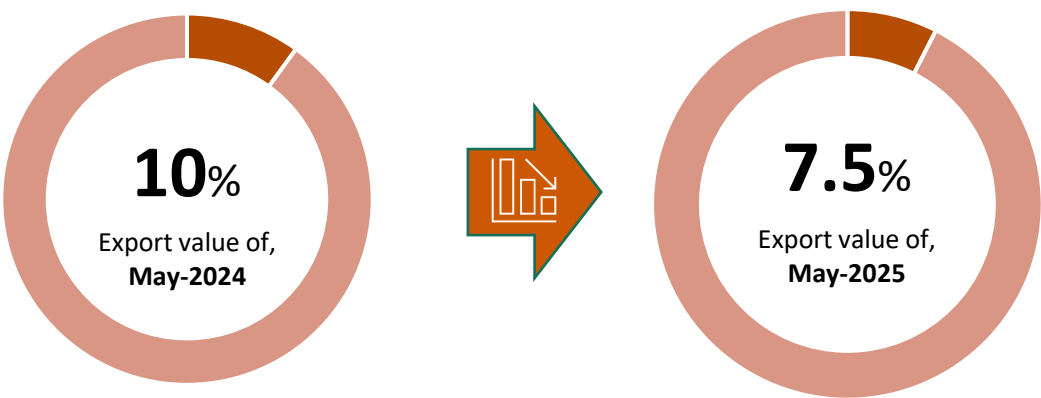
Export results to Japan, May-2025



Percentage of export value to Japan, May-2025



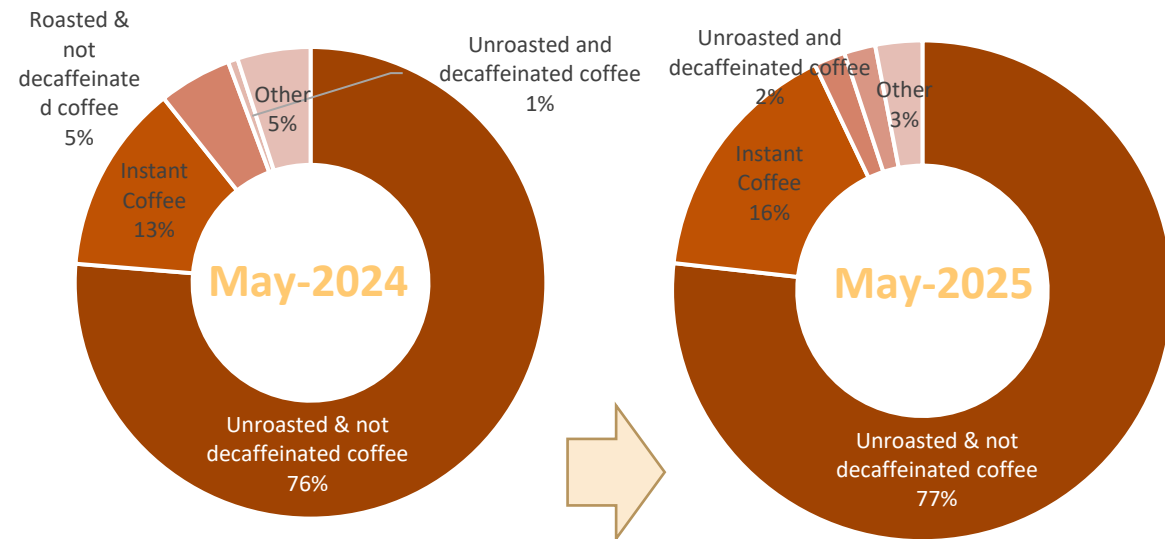
Changes in percentage of export value to Japan, May-2025



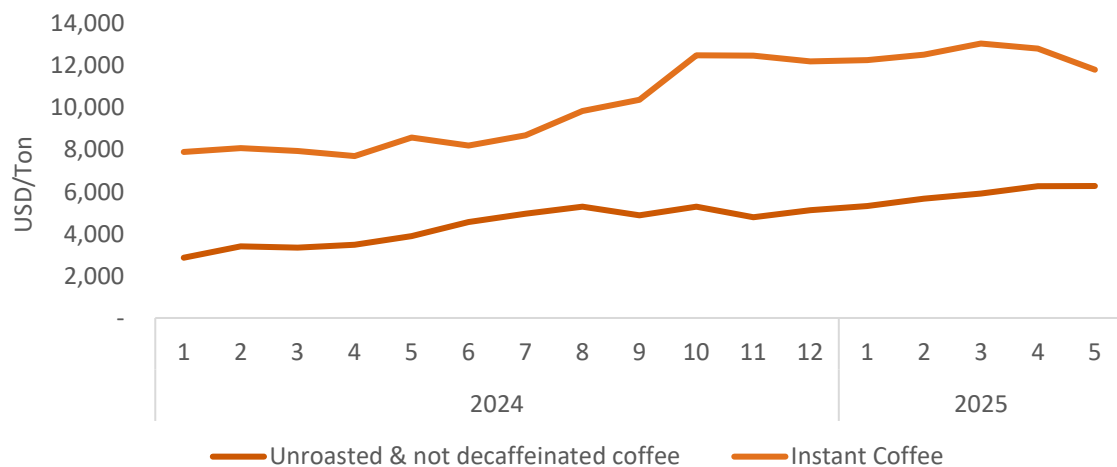
Source: Calculated from data of the Department of Customs

COFFEE

Structure of exports by products to Japan, May-2025



Average export coffee price to Japan, May-2025



Source: Calculated from data of the Department of Customs

Export results to Japan, May-2025



Unroasted & not decaffeinated coffee

Value: **45.9** million USD

Increase **14.3%** compared to Apr-2025

Increase **97%** compared to May-2024



Instant Coffee

Value: **9.6** million USD

Decrease **11.7%** so compared to Apr-2025

Increase **140%** compared to May-2024



Roasted & not decaffeinated coffee

Value: **1.5** million USD

Decrease **4.8%** compared to Apr-2025

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

Instant Coffee

The average export price in May-2025 is **11,803** USD/ton, decrease **7.8%** compared to previous month, and increase **37.7%** compared to the same month of 2024.

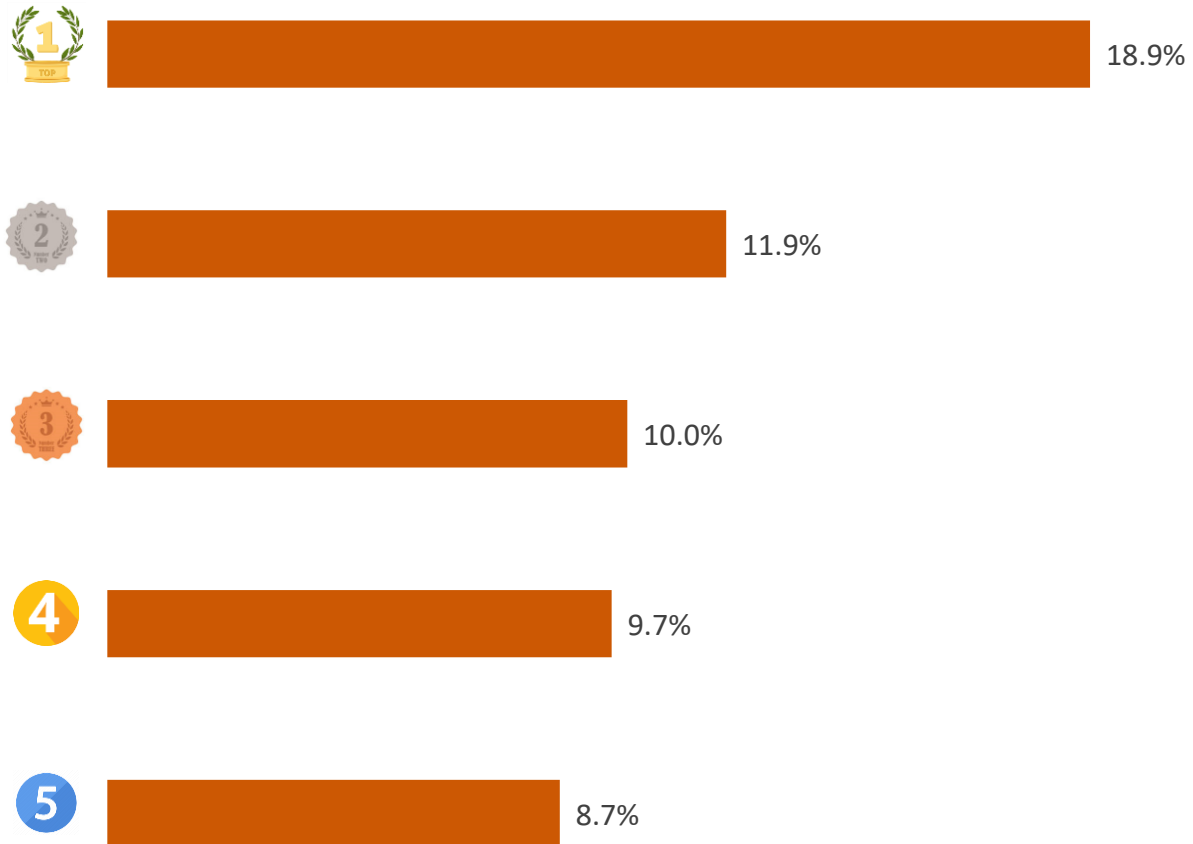
Unroasted & not decaffeinated coffee

The average export price in May-2025 is **6,272** USD/ton; increase **0.2%** compared to previous month, and increase **61.1%** compared to the same month of 2024.

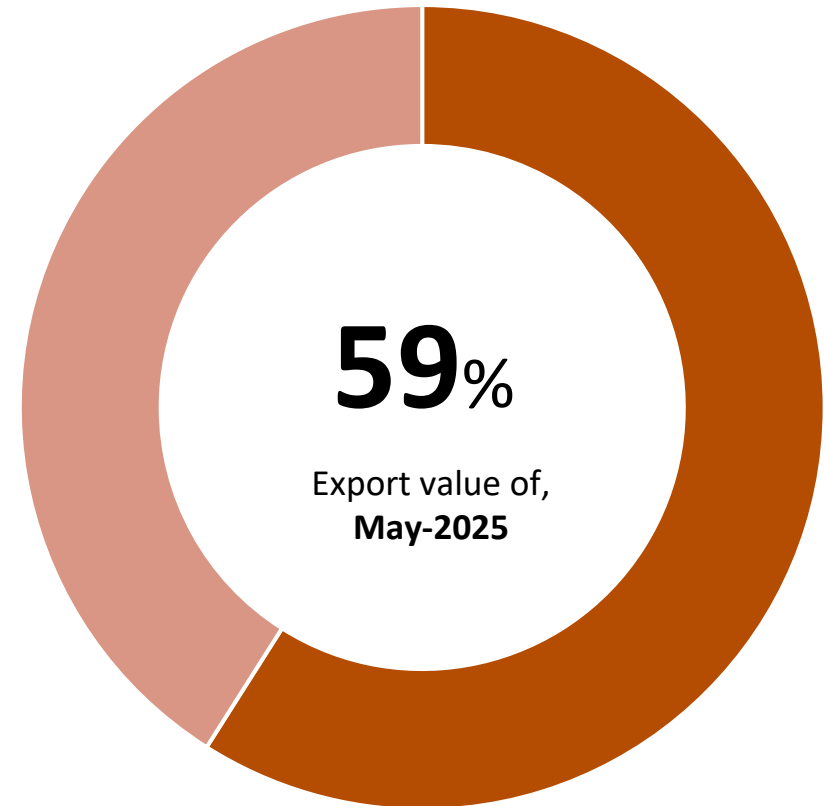


COFFEE

TOP 5 export enterprises by value to Japan, May-2025



Value ratio of TOP 5 export enterprises to Japan, May-2025





Japan's coffee and tea capsule market is experiencing robust growth and is projected to expand from USD 1.57 billion in 2025 to USD 3.62 billion by 2033, with a compound annual growth rate (CAGR) of 9.7%. This growth is driven by rising consumer demand for convenient, easy-to-brew products that still deliver high quality and flavor. In addition, there is a notable shift in consumer preferences toward premium products such as specialty coffee, organic tea, and a wider variety of flavors, broadening the range of choices for discerning Japanese consumers.

Technological and design advancements in capsules also play a significant role-especially the adoption of biodegradable and recycled materials, as well as improvements in coffee machine functionality that enhance the personalized experience. Growing environmental awareness among Japanese consumers has prompted brands to prioritize sustainability in both product design and manufacturing. Meanwhile, distribution channels are expanding rapidly beyond specialty stores to supermarkets, convenience stores, and especially e-commerce platforms, offering greater convenience and accessibility for consumers.

The market is witnessing strong competition among major international brands such as Nespresso, Keurig, and UCC, along with domestic players. All are heavily investing in product innovation, marketing, and channel development to secure market share. With strong growth potential and rapidly increasing consumer demand, this market presents an attractive opportunity for new entrants and startups-particularly those focused on eco-friendly capsule development and online business models.





FRUITS AND VEGETABLES (EXPORT)

Export value to Japan, May-2025

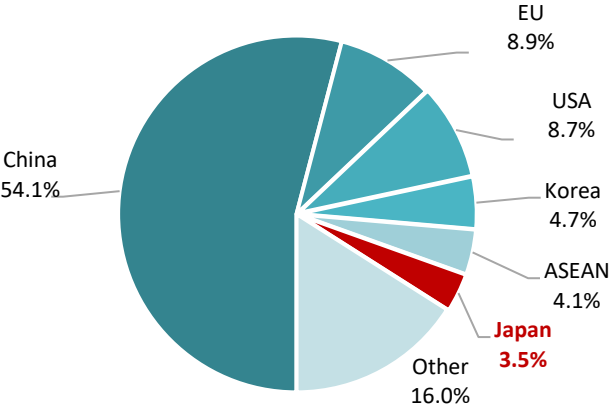


Export results to Japan, May-2025

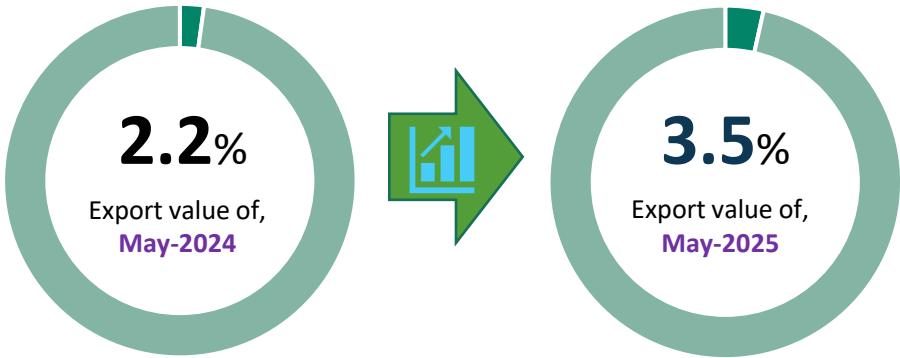
VALUE
21.8
million USD

Increase **4.6%** compared to Apr-2025
Increase **28.8%** compared to May-2024
4.9 million USD more than the monthly average rate in 2024
Accumulated 5 months of 2025 reaches **97.0 million USD**, **47.7%** of total 2024

Percentage of export value to Japan, May-2025



Changes in percentage of export value to Japan, May-2025

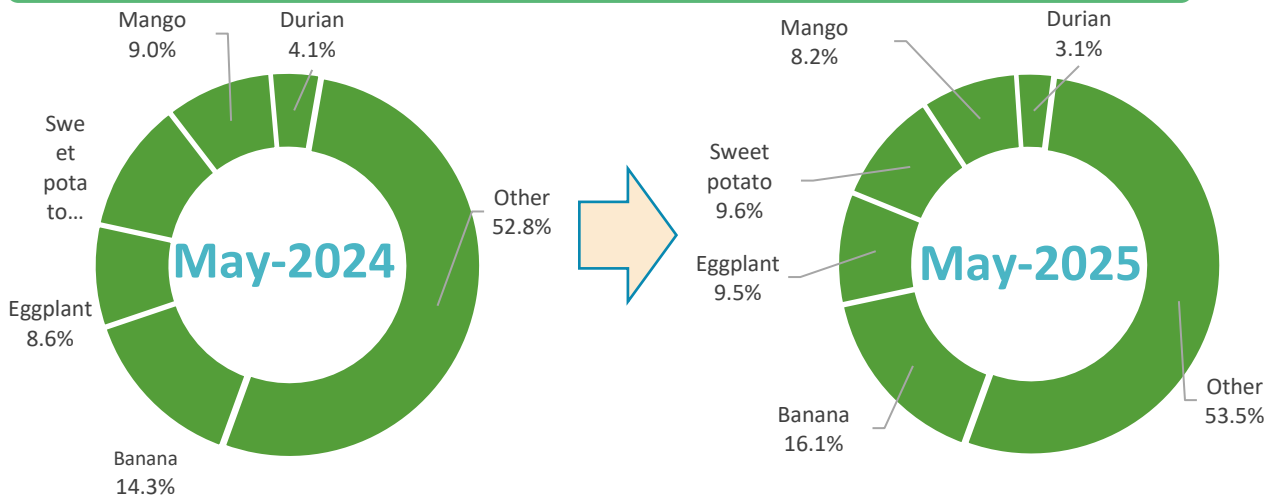


Source: Calculated from data of the Department of Customs



FRUITS AND VEGETABLES (EXPORT)

Structure of exports by products to Japan, May-2025



Export results to Japan, May-2025



Banana

Value: **3.5** million USD
 Increase **12.4%** compared to Apr-2025
 Increase **45.3%** compared to May-2024



Eggplant

Value: **2.1** million USD
 Decrease **7.2%** compared to Apr-2025
 Increase **42.6%** compared to May-2024



Sweet potato

Value: **2.1** million USD
 Decrease **2.9%** compared to Apr-2025
 Increase **10.7%** so compared to May-2024



Mango

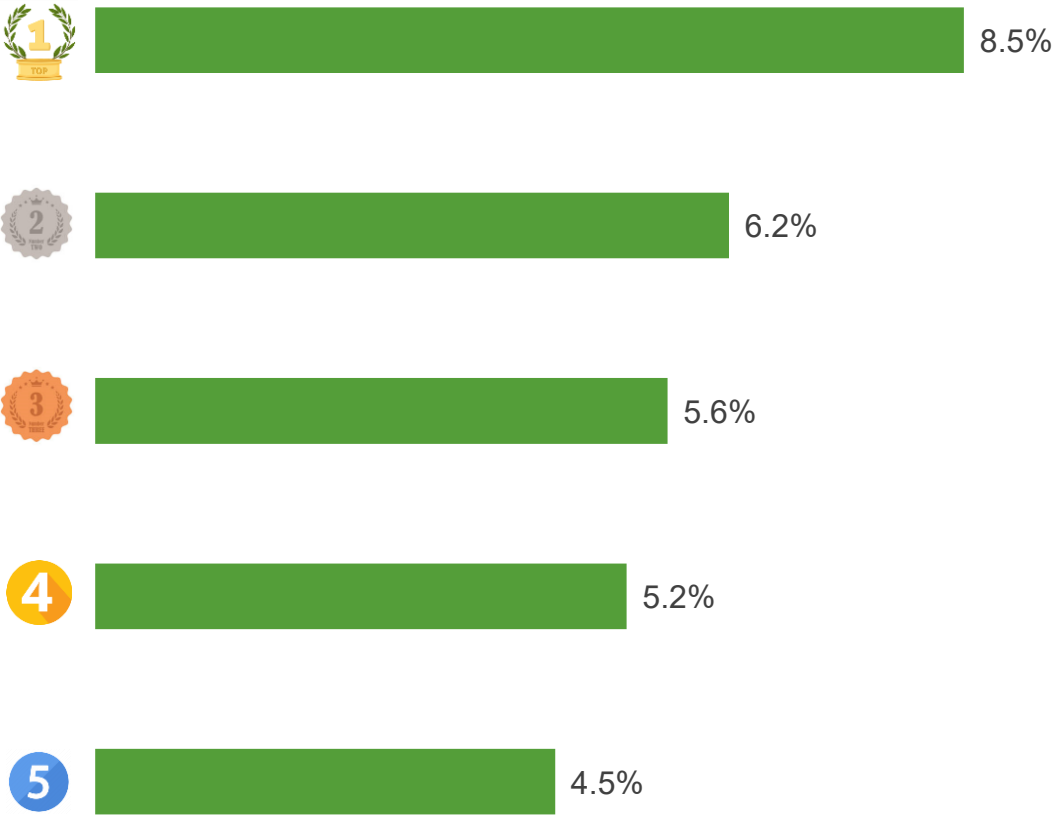
Value: **1.8** million USD
 Increase **8.5%** compared to Apr-2025
 Increase **16.4%** compared to May-2024

Source: Calculated from data of the Department of Customs



FRUITS AND VEGETABLES (EXPORT)

TOP 5 export enterprises by value to
Japan, May-2025



Value ratio of TOP 5 export enterprises to
Japan, May-2025

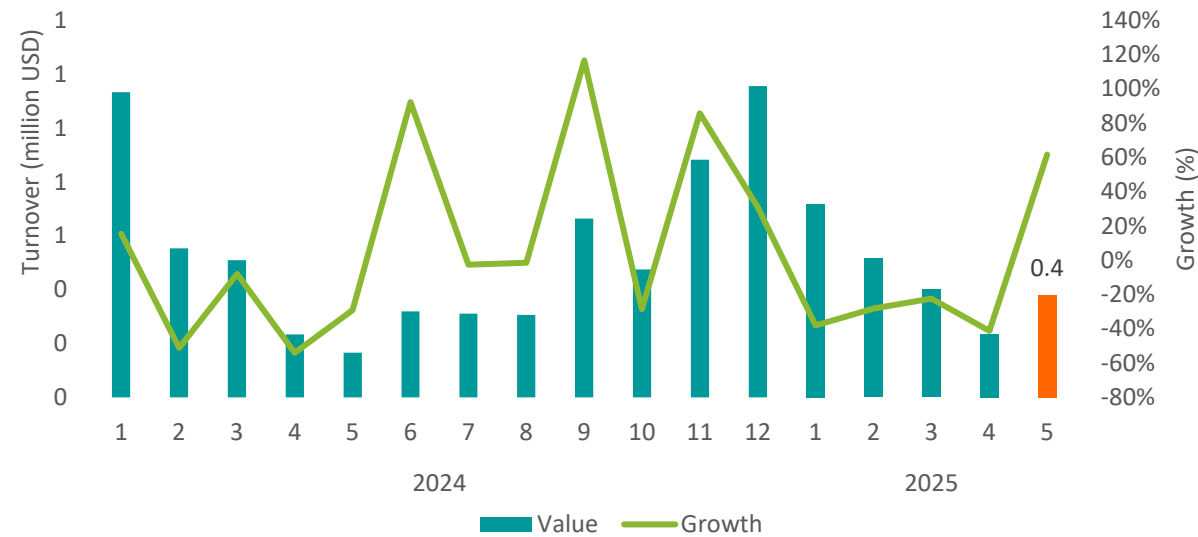


Source: Calculated from data of the Department of Customs



FRUITS AND VEGETABLES (IMPORT)

Import value from Japan, May-2025



Import results from Japan, May-2025



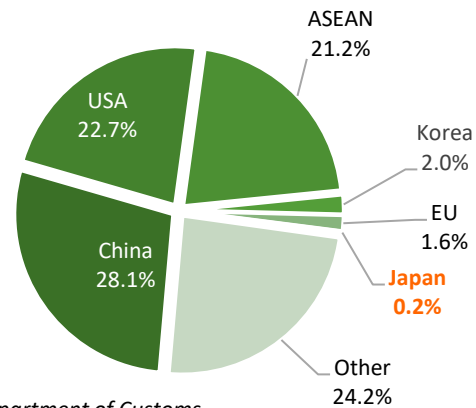
Increase **61.7%** compared to Apr-2025

Increase **129.0%** compared to May-2024

178.8 thousand USD less than the monthly average rate in 2024

Accumulated 5 months of 2025 reaches **2.2 million USD**, **33.5%** of total 2024

Percentage of import value from Japan, May-2025



Percentage of import value from Japan, May-2025



Source: Calculated from data of the Department of Customs



Ultra-Rare Melon Sold for 20,000 Yen (Approx. USD 128) in Ibaraki

At the Hokota Agricultural Market in Ibaraki Prefecture, an ultra-rare melon called Maboroshi-known for its exceptional sweetness exceeding 20 degrees Brix-makes only a limited appearance each season. Each melon is carefully packaged in a premium wooden box and sold for 20,000 yen, approximately USD 128.

Despite the high price, this melon is highly sought after as a luxurious gift or for personal indulgence. Last year, only 10 Maboroshi melons were sold during the entire season. From April 7 to the end of May this year, six melons have been sold-accounting for just 0.001% of the total melons sold at the market.

Source: Agrinews.co.jp





Yamagata Celebrates 150 Years of Cherry Cultivation

Yamagata Prefecture - Japan's leading cherry-producing region - held a festival on June 7 to commemorate 150 years of fruit cultivation and to mark the official start of the 2025 cherry harvest season. More than 200 participants, including representatives from the prefectural assembly, local governments, and agricultural cooperatives, attended the opening day of the celebration.

Despite facing agricultural challenges, both local authorities and farmers remain committed to preserving and enhancing the Yamagata fruit brand. The festival featured vibrant traditional activities and attracted thousands of visitors.

Source: Agrinews.co.jp





CASHEW NUTS

Export volume and value to Japan, May-2025



Export results to Japan, May-2025

VALUE
8.3 million USD

↗ Increase **12.1%** compared to Apr-2025

↗ Increase **64.5%** compared to May-2024

↑ **3 million USD** more than the monthly average rate in 2024

❖ Accumulated 5 months of 2025 reaches **33 million USD, 52%** of total 2024

VOLUME
1.12 thousand tons

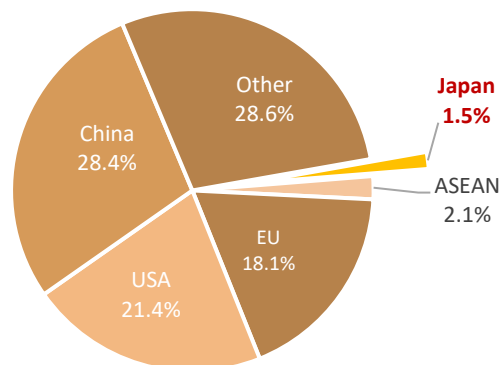
↗ Increase **6.5%** compared to Apr-2025

↗ Increase **27.4%** compared to May-2024

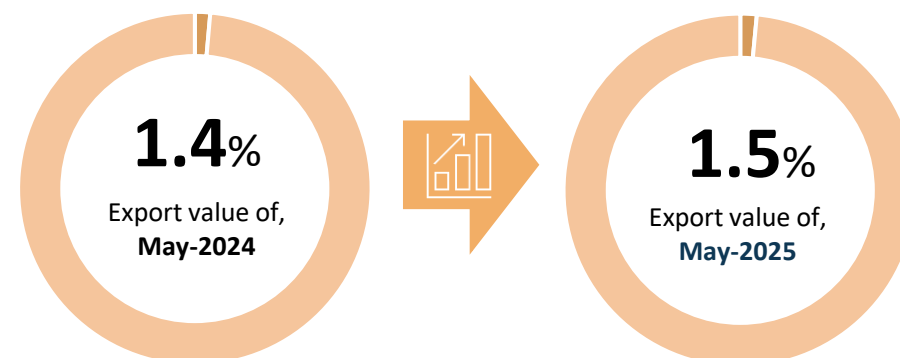
↑ **275 tons** more than the monthly average rate in 2024

❖ Accumulated 5 months of 2025 reaches **4.6 thousand tons, 45%** of total 2024

Percentage of export value to Japan, May-2025



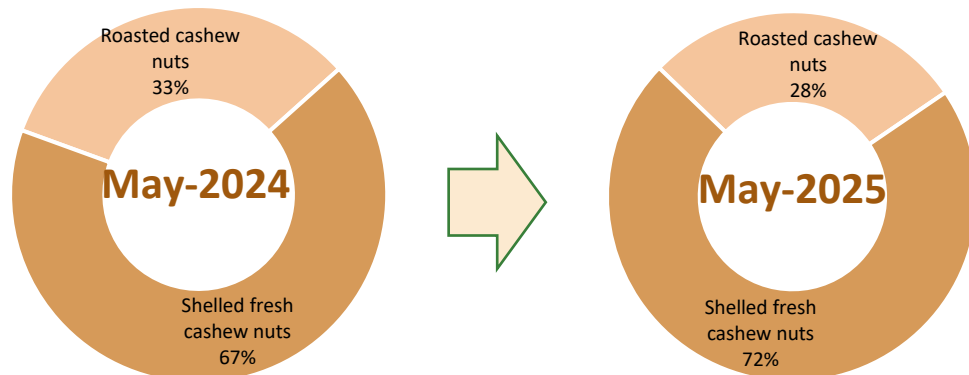
Changes in percentage of export value to Japan, May-2025



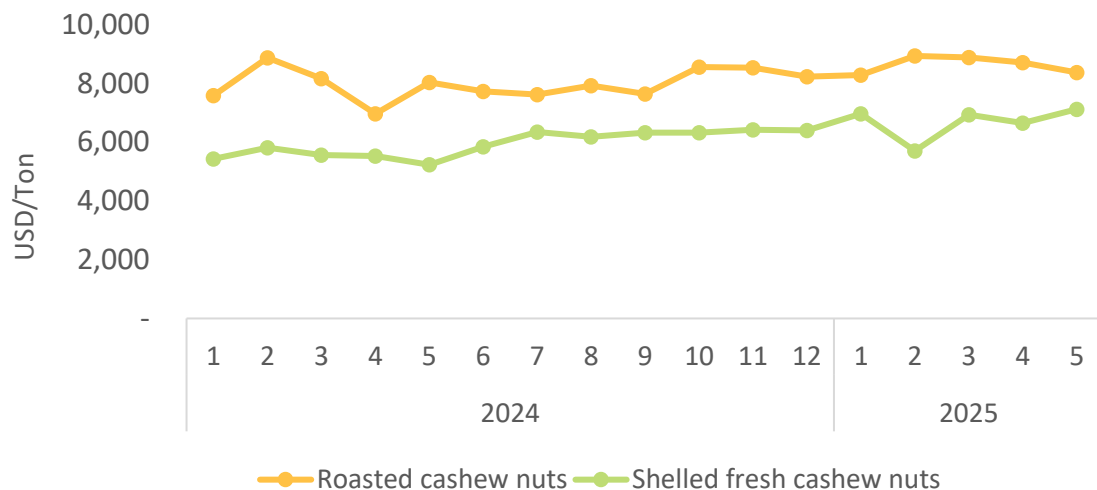


CASHEW NUTS

Structure of exports by products to Japan, May-2025



Average export cashew nuts price to Japan, May-2025



Export results to Japan, May-2025



Shelled fresh cashew nuts

Value: **5.95** million USD

Increase **2.3%** compared to Apr-2025

Increase **69%** compared to May-2024



Roasted cashew nuts

Value: **2.34** million USD

Increase **53%** compared to Apr-2025

Increase **36.5%** compared to May-2024

Shelled fresh cashew nuts

The average export price in May-2025 is **7,114** USD/ton; **increase 7.1%** compared to previous month; and **increase 36%** compared to the same month of 2024.

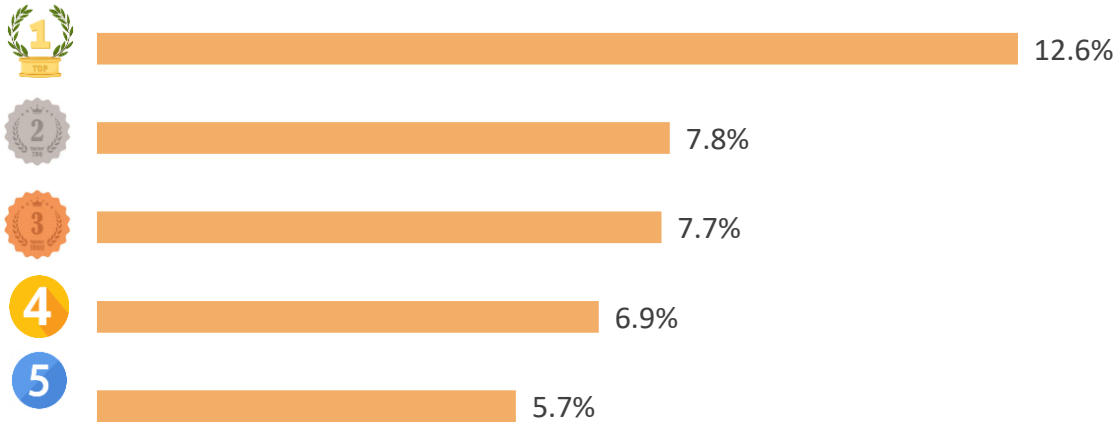
Roasted cashew nuts

The average export price in May-2025 is **8,361** USD/ton; **decrease 3.9%** compared to previous month; and **increase 4.1%** compared to the same month of 2024.

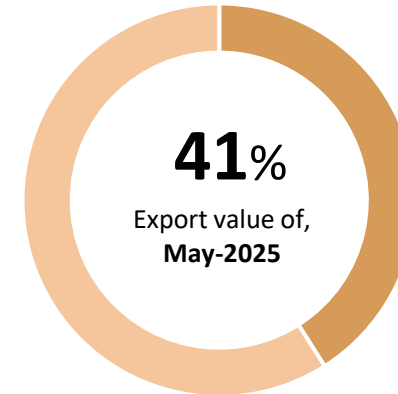


CASHEW NUTS

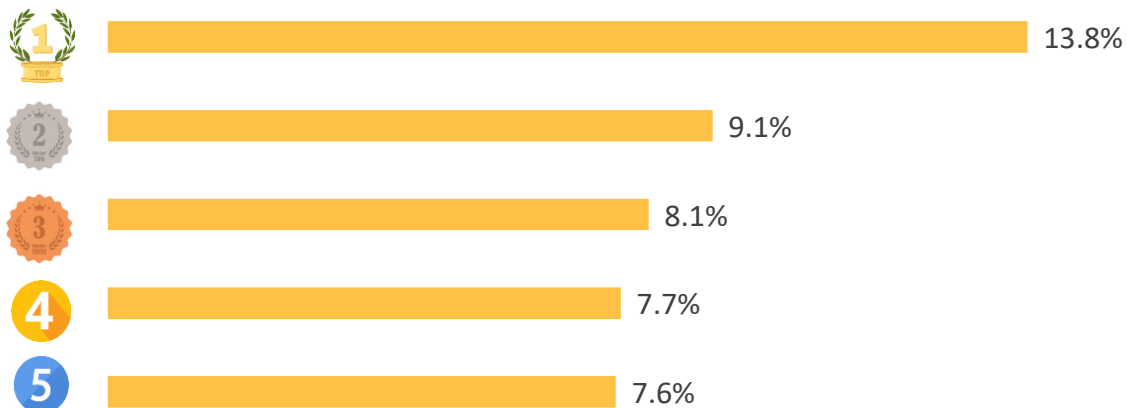
TOP 5 export enterprises by value to Japan, May-2025



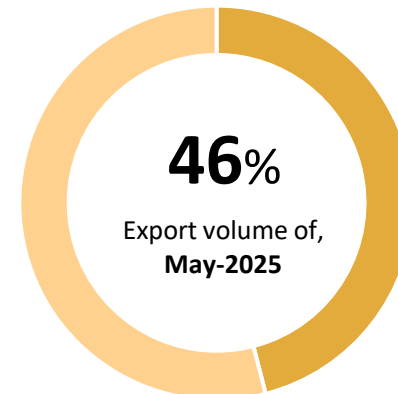
Value ratio of TOP 5 export enterprises to Japan, May-2025



TOP 5 export enterprises by volume to Japan, May-2025



Volume ratio of TOP 5 export enterprises to Japan, May-2025



CASHEW NUTS

SPOTLIGHTS

Japan supports to export Cambodian Cashew to global market

MIRARTH Agri Tech, headquartered in Kampong Thom Province, Cambodia since 2021, received support from the governments of Australia and Japan to assist smallholder farmers in three key areas: promoting local processing, accessing global markets, and ensuring stable and fair prices for farmers. Japan's support, in particular, has helped MIRARTH improve its supply chain and conduct feasibility studies on cashew processing and waste reduction.

The EU is MIRARTH's second-largest market after Japan. The company also exports to Singapore, Hong Kong, and Thailand.



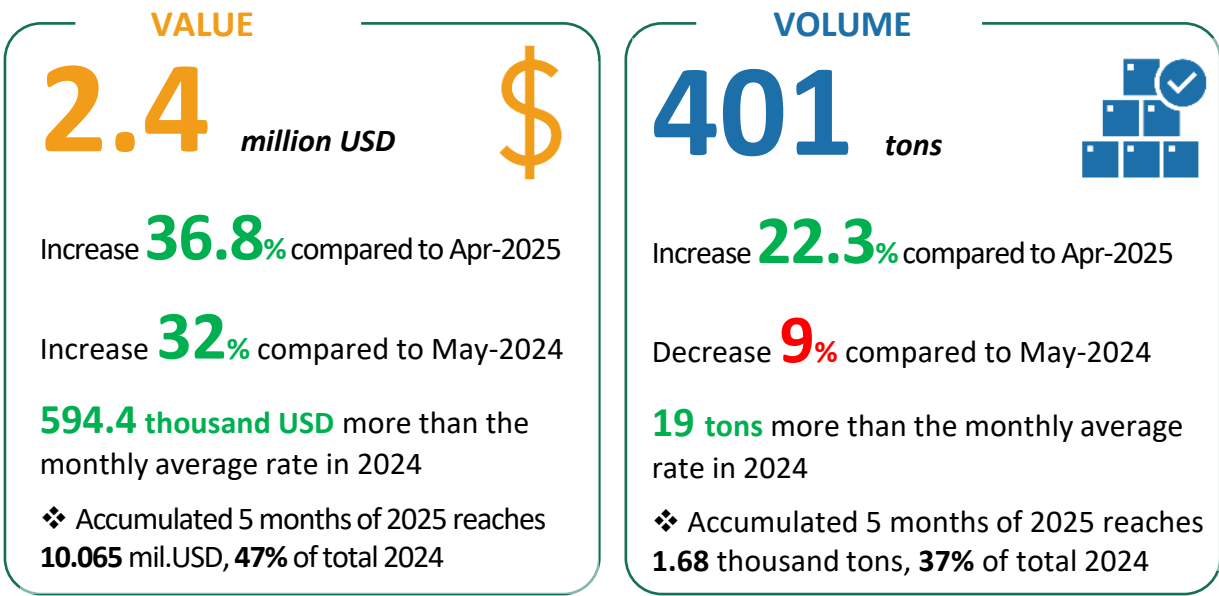


PEPPER

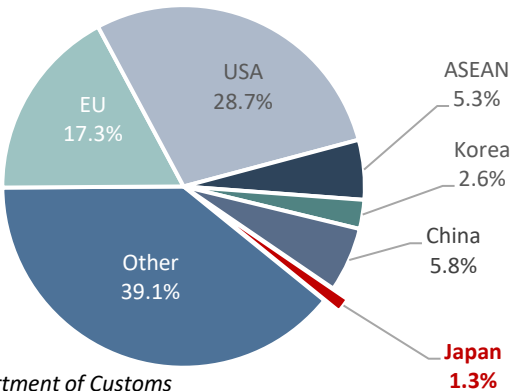
Export volume and value to Japan, May-2025



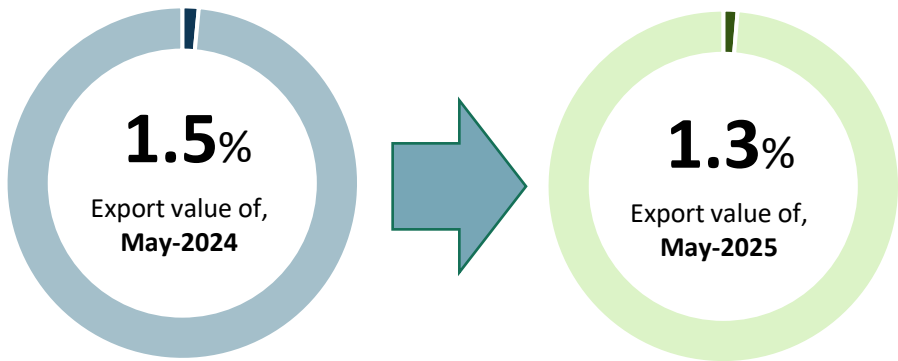
Export results to Japan, May-2025



Percentage of export value to Japan, May-2025



Changes in percentage of export value to Japan, May-2025

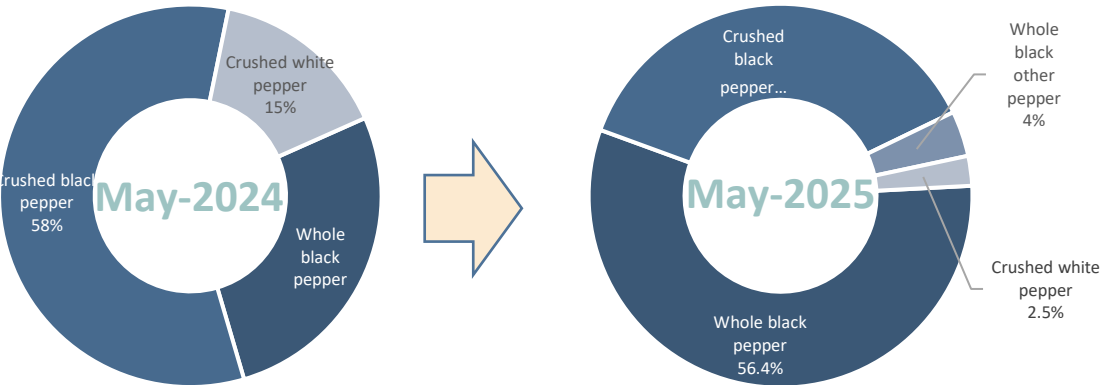


Source: Calculated from data of the Department of Customs

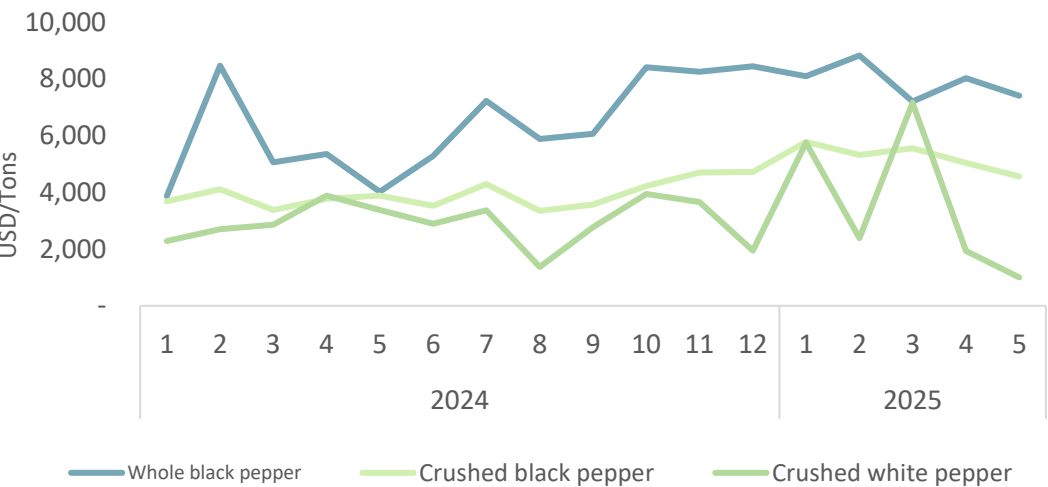


PEPPER

Structure of exports by products to Japan, May-2025



Average export pepper price to Japan, May-2025



Export results to Japan, May-2025



Crushed black pepper

Value: **0.887** million USD

Decrease **12%** compared to Apr-2025

Increase **60%** compared to May-2024



Whole black pepper

Value: **1.3** million USD

Increase **184%** compared to Apr-2025

Increase **28%** compared to May-2024

Whole black pepper

The average export price in May-2025 is **7,411** USD/ton; **decrease 7.7%** compared to previous month; and **increase 84.2%** compared to the same month of 2024.

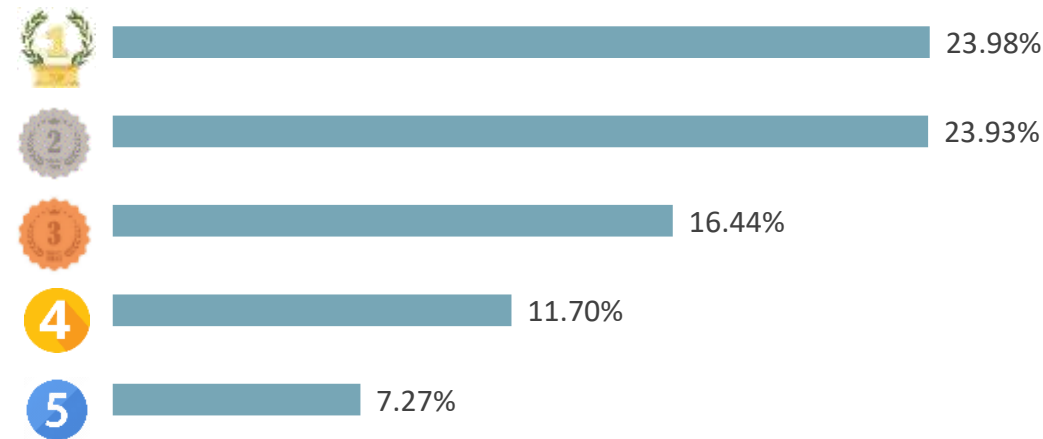
Crushed black pepper

The average export price in May-2025 is **4,563** USD/ton; **decrease 9.5%** compared to previous month; and **increase 17.3%** compared to the same month of 2024.

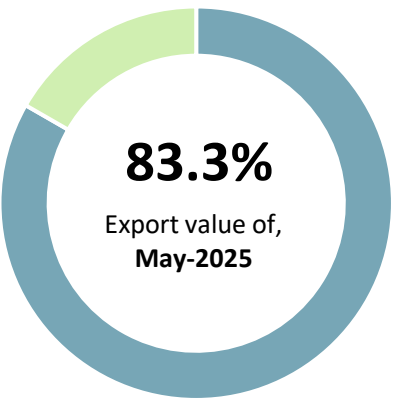


PEPPER

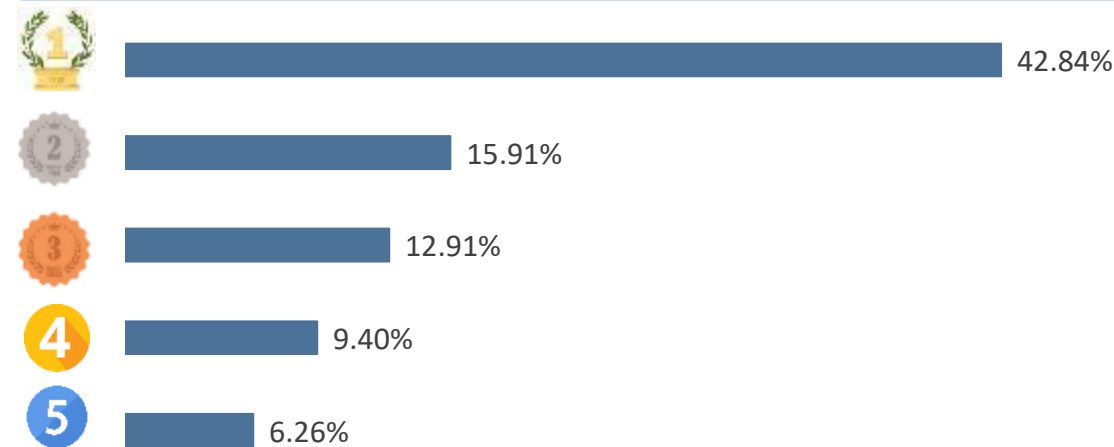
TOP 5 export enterprises by value to Japan, May-2025



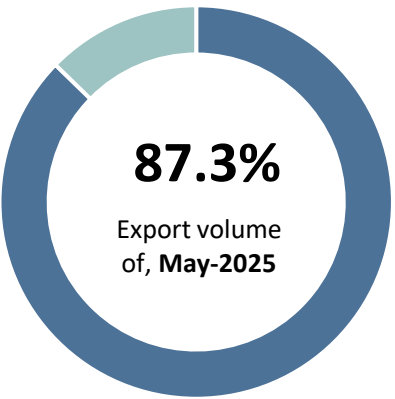
Value ratio of TOP 5 export enterprises to Japan, May-2025



TOP 5 export enterprises by volume to Japan, May-2025



Volume ratio of TOP 5 export enterprises to Japan, May-2025

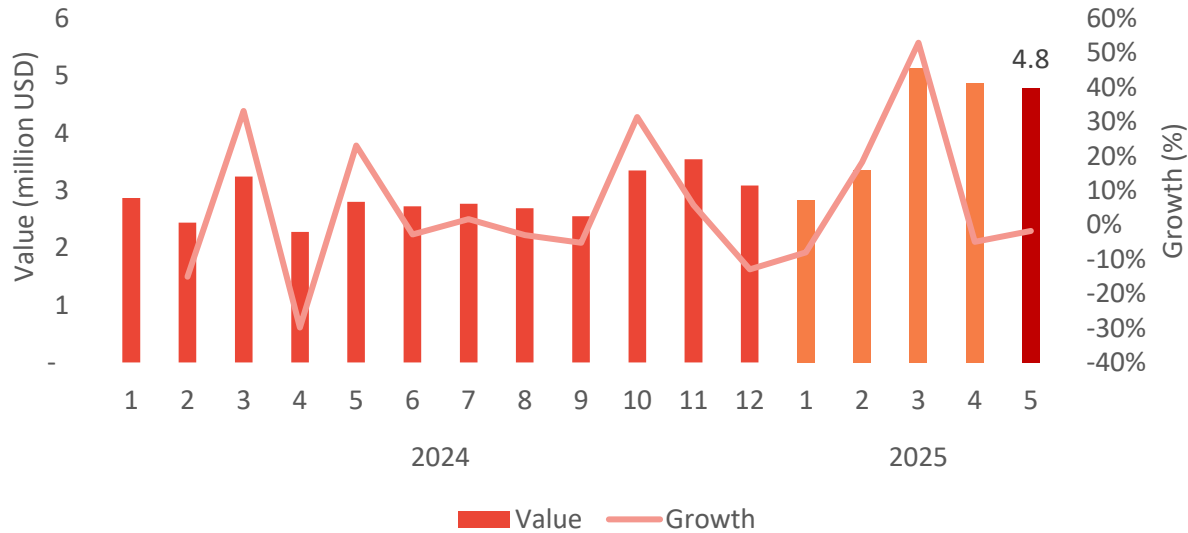


Source: Calculated from data of the Department of Customs



MEAT AND MEAT PRODUCTS (EXPORT)

Export value to Japan, May-2025



Export results to Japan, May-2025

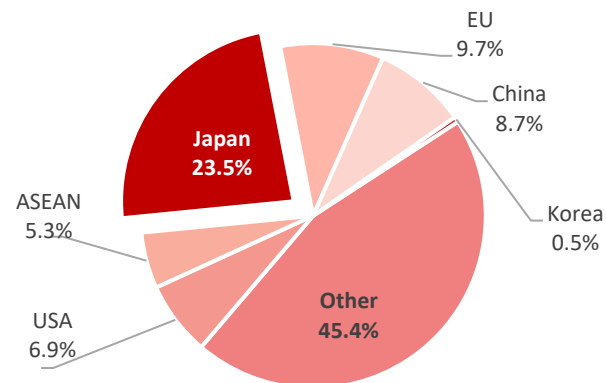


4.79
million USD

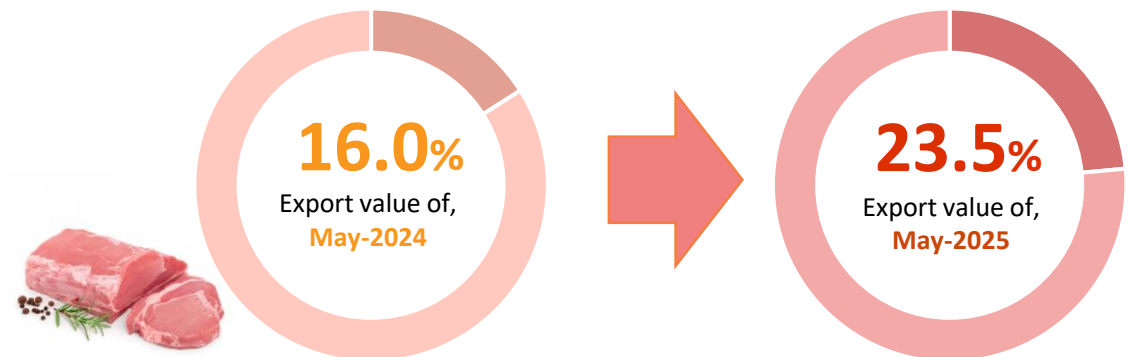
VALUE

- Decrease **1.8%** compared to Apr-2025
- Increase **71%** compared to May-2024
- **1.93 million USD** more than the monthly average rate in 2024
- ◆ Accumulated 5 months of 2025 reaches **20.99 million USD, 61.1%** of total 2024

Percentage of export value to Japan, May-2025



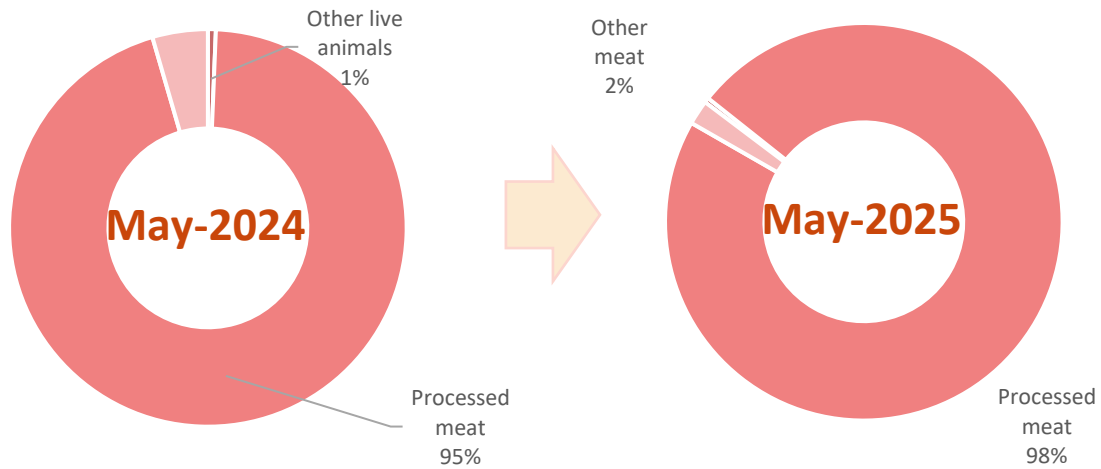
Changes in percentage of export value to Japan, May-2025





MEAT AND MEAT PRODUCTS (EXPORT)

Structure of exports by products to Japan, May-2025

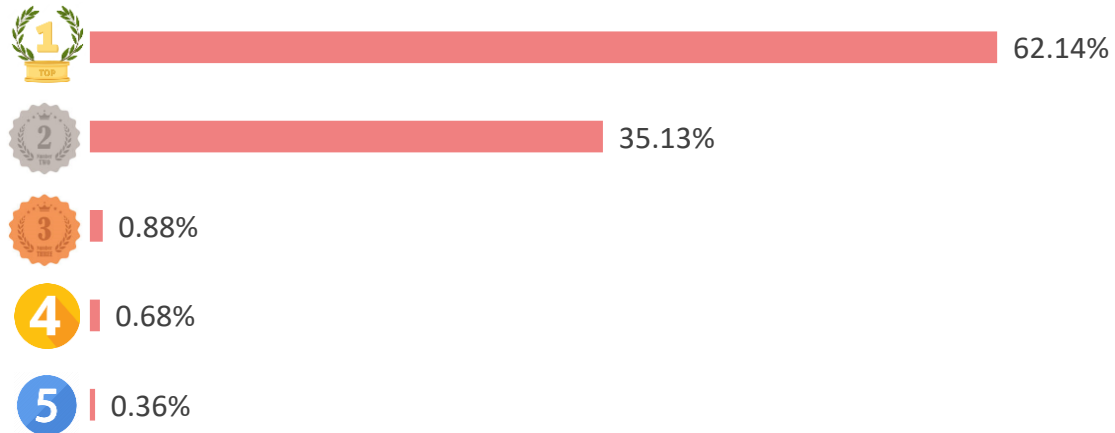


Export results to Japan, May-2025



Processed meat
Value: **4.68** million USD
Decrease **2.82%** compared to Apr-2025
Increase **75.9%** compared to May-2024

TOP 5 export enterprises by value to Japan, May-2025



Value ratio of TOP 5 export enterprises to Japan, May-2025



Source: Calculated from data of the Department of Customs



Any comments. please send to:

CENTER FOR AGRICULTURAL AND ENVIRONMENTAL INFORMATION AND SERVICES

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