

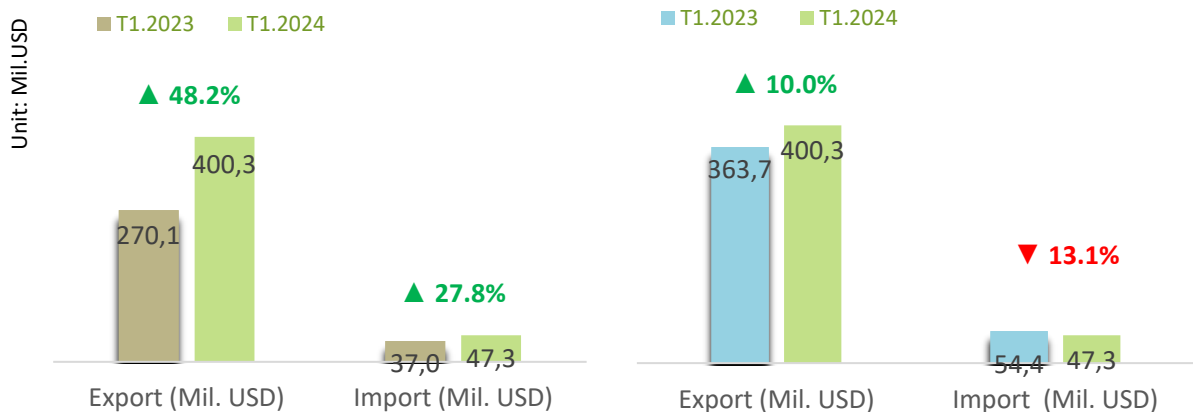
Volume: Feb-2024

MONTHLY REPORT ON  
AGRI-PRODUCT EXPORT

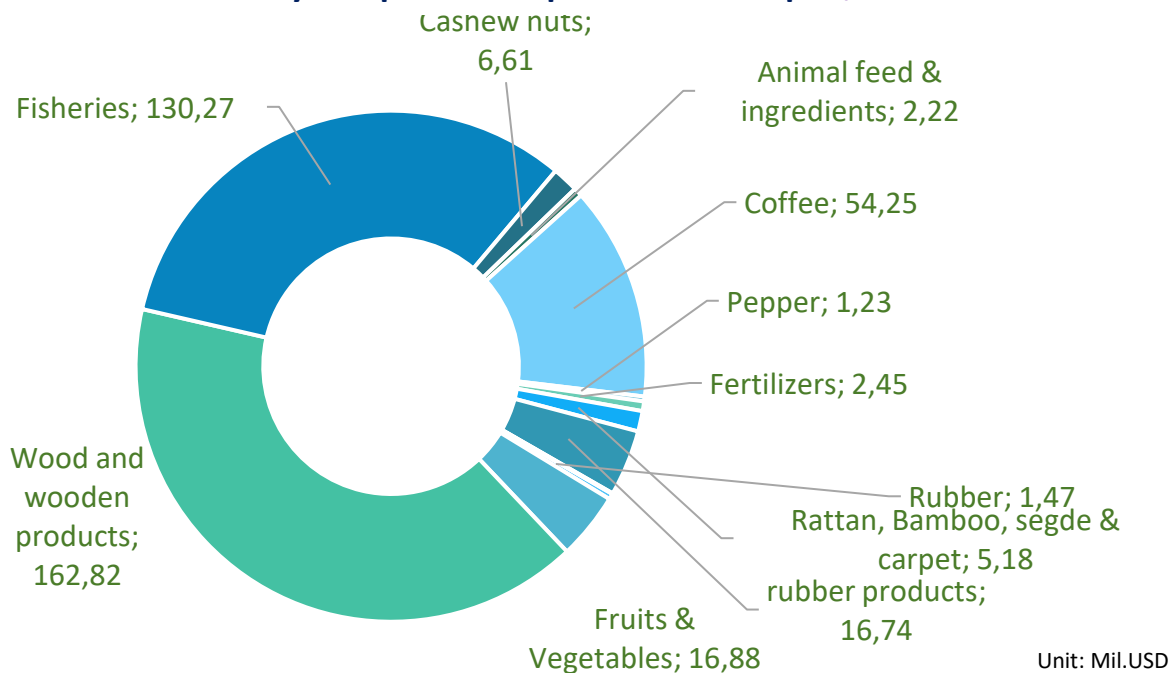
**FROM VIETNAM TO  
JAPAN MARKET**

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

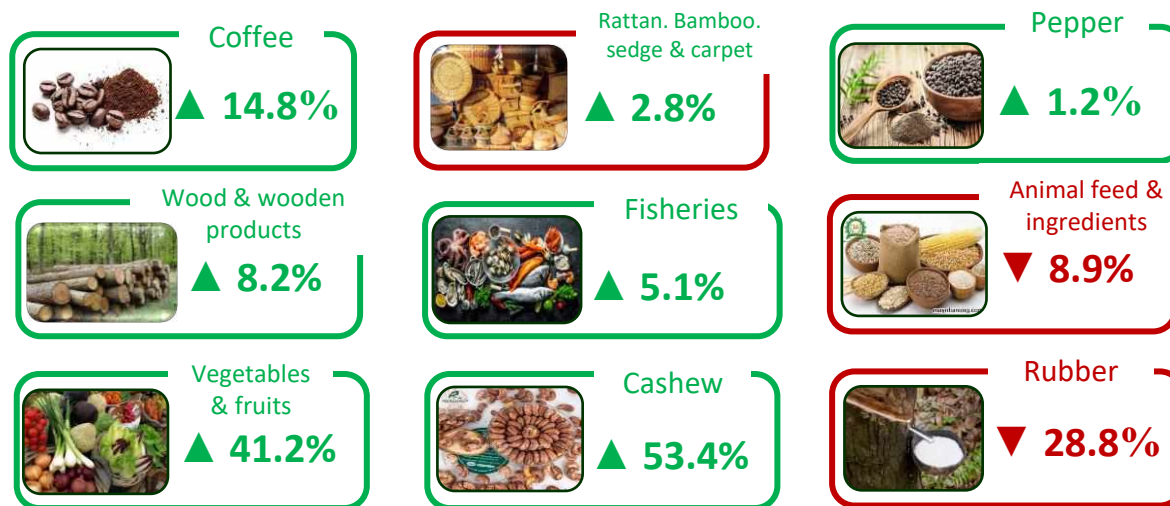
## AFF product import-export turnover between Vietnam and Japan, Jan-2024



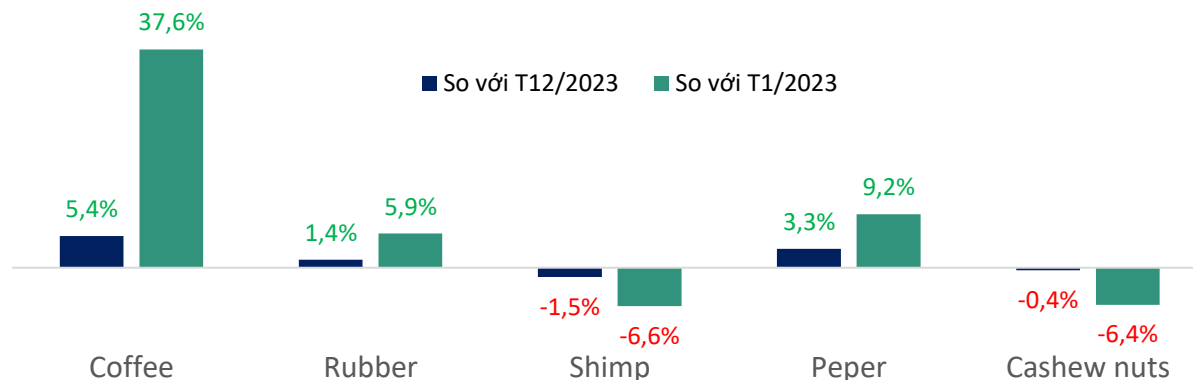
## Key AFF product export value to Japan, Jan-2024



## Changes in key AFF product export value to Japan in Jan-2024 compared to Dec-2023



## Changes in average export value of key AFF products to Japan in Jan-2024 compared to Dec-2023 and Jan-2023



## Japan loses crown as the world's third largest economy

According to Japanese government data released on 15 February, Japanese GDP in 2023 is about \$4.21 trillion, lower than Germany's (\$4.46 trillion), making Japan lose its position as the world's third-largest economy to Germany. Japan's GDP in 4<sup>th</sup> quarter of 2023 also decreased by 0.4%. This is the 2nd consecutive quarter of negative growth in Japan's economy.

The first reason is that the Yen had lost 20% of its value against the dollar in 2022 and 2023, while the Euro increased by 3.7%. The second reason is the reduction of domestic demand due to declining consumers expenditure on the context of increasing price of food, gasoline and other commodities. Only the export value of goods and services increased and made a positive contribution to the national GDP growth.



Nguồn: <https://vneconomy.vn/>

## Japan's agricultural products export continues to grow

In 2023, exports of agricultural, forestry and fishery products and other foods reached ¥1.4547 trillion, up 2.9% from a previous year. This is the 11<sup>th</sup> consecutive year of positive growth. However, the growth rate decreased in comparison of 14.2% in 2022. The main reason is that China impose the ban on importing Japanese marine products since the summer of last year.

China remains Japan's largest export market of Japan even though overall exports of agricultural, forestry and fishery products and other foods to China declined by 14.6% from the previous year. The Japanese government still negotiates and requires China to remove the ban on Japanese marine products because it does not based on any scientific evidence.

The Japanese government has supported businesses to change the processing locations of some products to Vietnam and other countries.



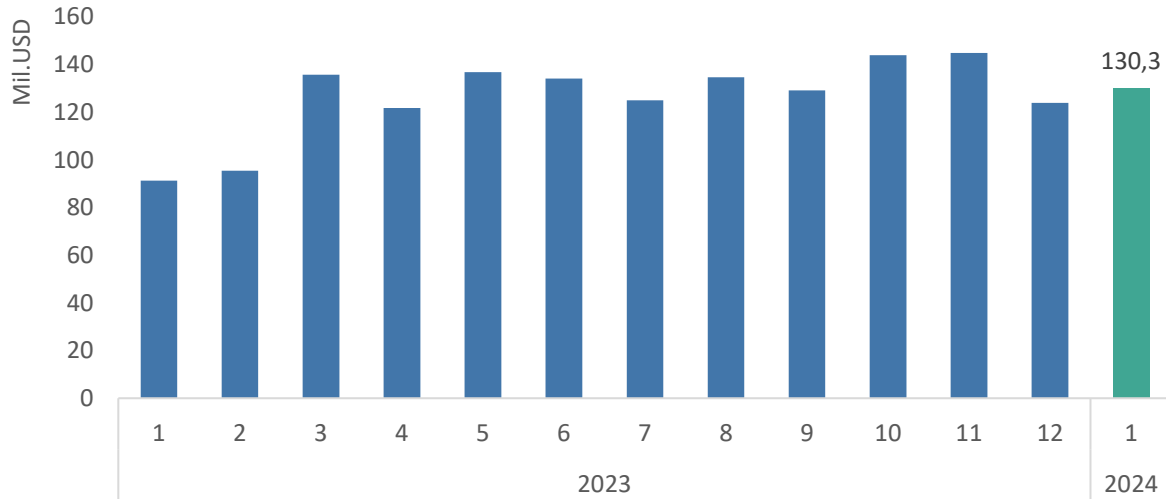
Nguồn: japannews





# FISHERIES

## Export value to Japan, Jan-2023



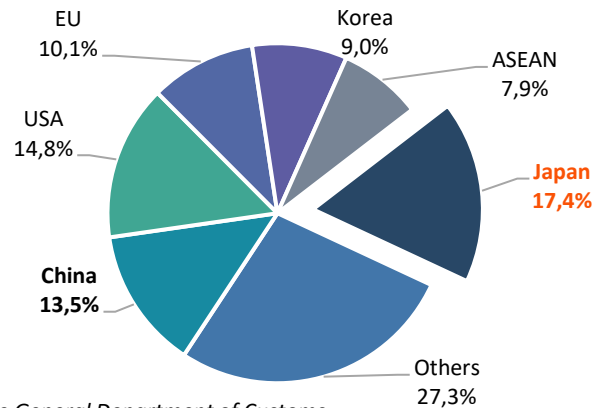
## Export results to Japan, Jan-2024

Value

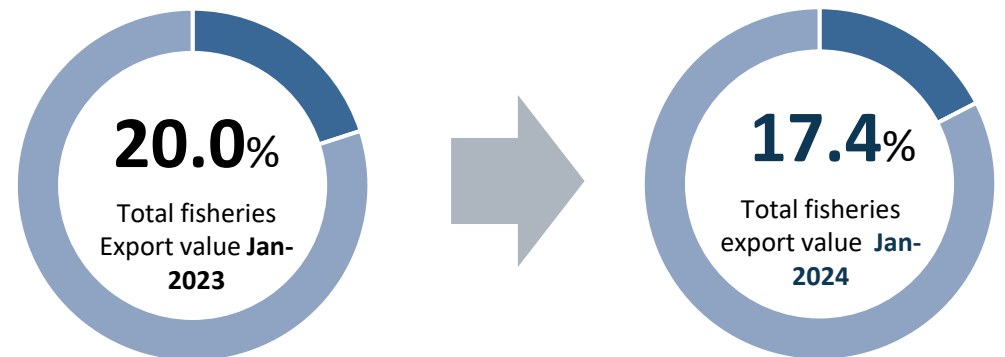
# 130.3 *Mil.USD*

- ↗ Increase **5.1%** compared to Dec-2023
- ↗ Increase **42.7%** compared to Jan-2023
- ↑ **3.9** Mil.USD higher than monthly average in 2023
- ❖ Reached **8.6%** value in 2023

## Percentage of export value to Japan, Jan-2024



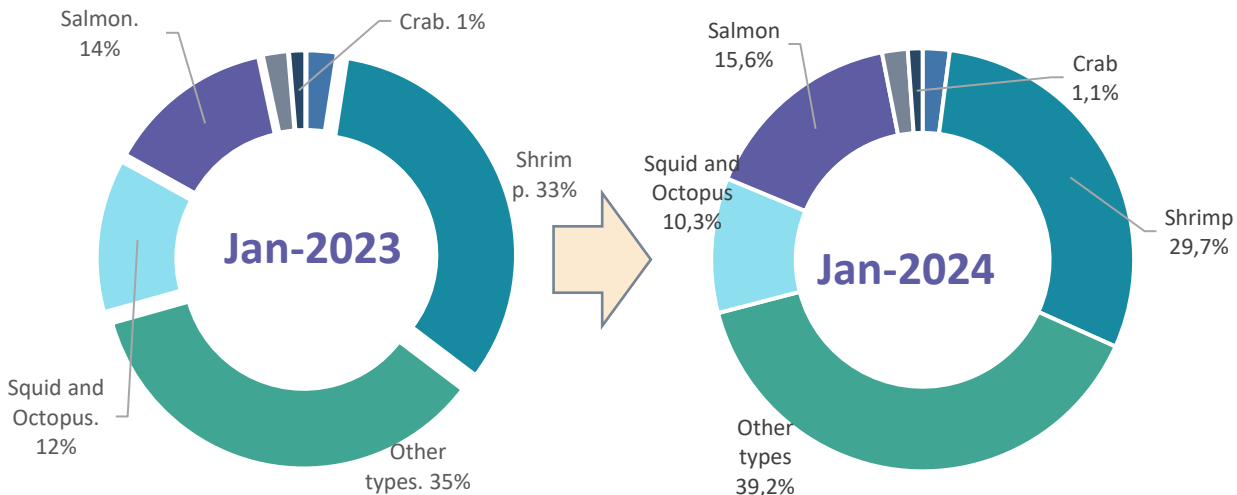
## Changes in percentage of export results to Japan, Jan-2024



Source: Calculated from data of the General Department of Customs

# FISHERIES

## Structure of exports by products to Japan, Jan-2024



## Export results to Japan, Jan-2024



### Salmon

Value: **19.5** Mil.USD  
 Increase **17.3%** compared to Dec-2023  
 Increase **65.3%** compared to Jan-2023



### Shrimp

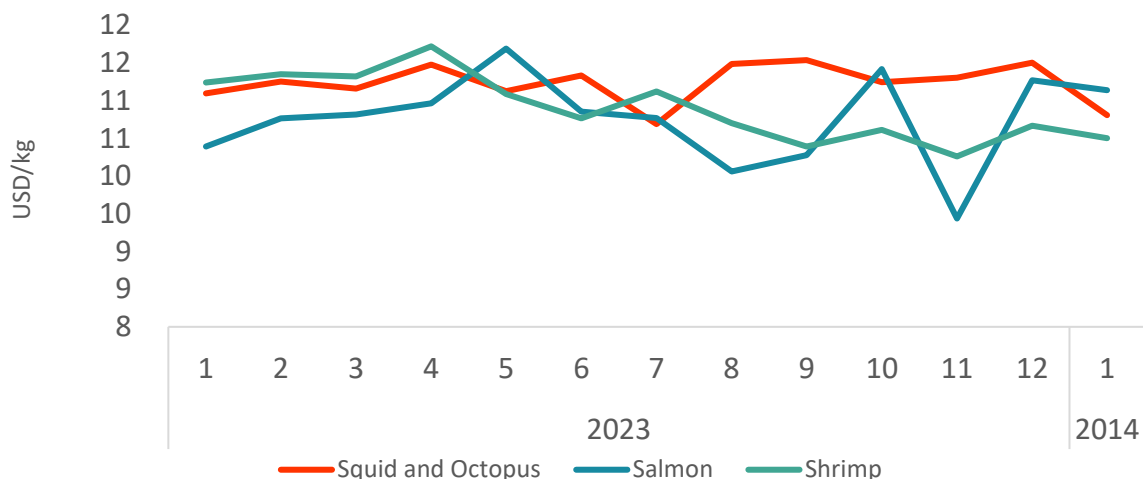
Value: **37.0** Mil.USD  
 Decrease **17.1%** compared to Dec-2023  
 Increase **29.5%** compared to Jan-2023



### Squid and octopus

Value: **12.9** Mil.USD  
 Increase **44.4%** compared to Dec-2023  
 Increase **19.2%** compared to Jan-2023

## Average export price to Japan, Jan-2024



### Squid and Octopus

The average export price in Jan-2024 is **10.8** USD/kg; **Decrease 6.1%** compared to the previous month ; and **Decrease 2.6%** compared to the same month of 2023.

### Salmon

The average export price in Jan-2024 is **1.8** USD/kg; **Decrease 0.6%** compared to the previous month ; and **Increase 7.2%** compared to the same month of 2023.

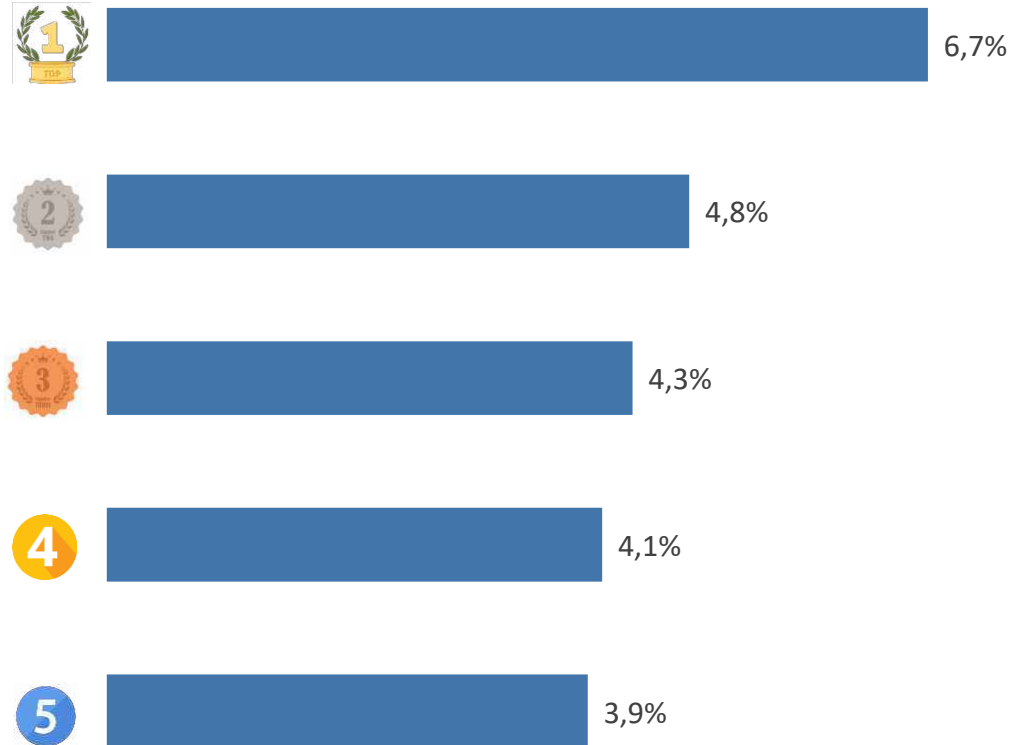
### Shrimp

The average export price in Jan-2024 is **10.5** USD/kg; **Decrease 1.5%** compared to the previous month ; and **Decrease 6.6%** compared to the same month of 2023.

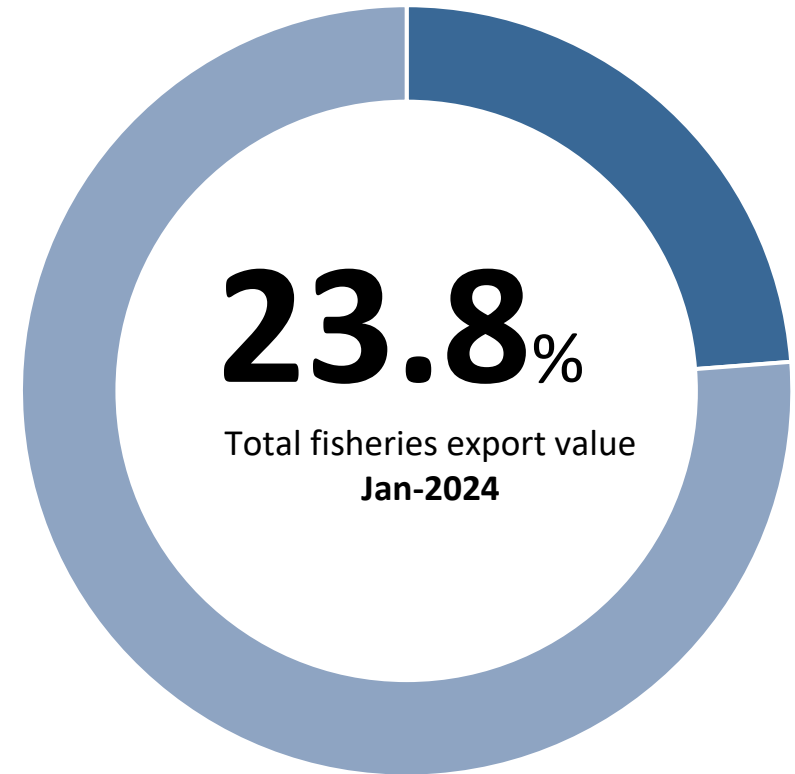


# FISHERIES

## TOP 5 export enterprises by value to Japan, Jan-2024



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



### Japan's fisheries import decreased

According to Japan's Ministry of Finance, in 2023 the import of fisheries products reduced both in volume and value. The total volume and value of imported fisheries in 2023 were about 1.86 million tons and 1.8 trillion Yen, decreasing by 5% and 6% compared to 2022, respectively. The average price of imported products was about 982 yen/kg, lower than 992 yen / kg in 2022.

Import value of fishery products from the U.S. was 238,000 tons, with value of 148 billion yen, rising 4% in volume and 1% in value; imports from the EU fell 14% to 370,000 tonnes but value rose 1% to 70 billion Yen. Asian countries supplied 931,000 tonnes, decreasing 5% in volume but rising 2% in value (909 billion yen), imports from Russia fell 16% in volume to 104,000 tonnes but value increased 13% to 130 billion yen.

Source: Vasep, Feb-2024

### Hokkaido scallops increases export to Southeast Asia and the US

The ban on Japanese fisheries imports into China has negative impacts on the scallop industry (which accounts for a quarter of Japan's total fisheries exports, 45% of the export value to China in 2022). The island of Hokkaido — which accounts for 83 percent of Japan's scallop production — has developed new sales channels by increasing exports to Southeast Asian countries and the United States. Japan's Ministry of Finance said that exports of Hokkaido scallops in 2023 have increased by 150% to Southeast Asian countries and doubled to the United States.

Previously, Japanese fresh scallops were exported to China for processing, however companies such as Foodison started processing Hokkaido scallops in Vietnam since January 2024 and are expected to sell their products in April. In early 2024, the Japan External Trade Organization (JETRO) along with 12 Japanese manufacturers, processors and trading companies also visited Vietnam to seek business opportunities.

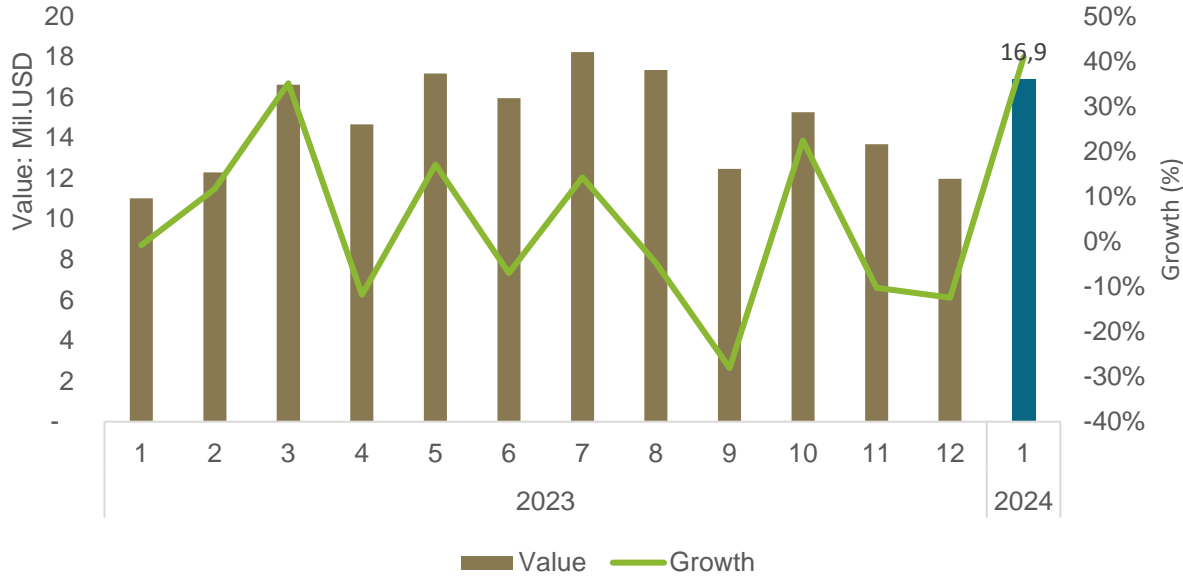
Source: thanhvien.vn, Feb-2024





# FRUIT AND VEGETABLE (EXPORT)

## Export value to Japan, Jan-2024

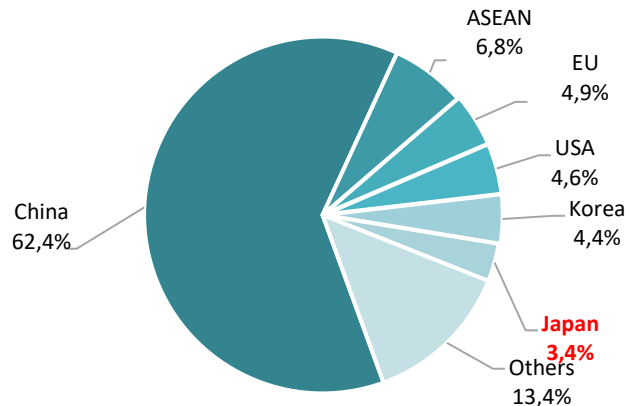


## Export results to Japan, Jan-2024

**Value**  
**16.9**  
 Mil.USD

Increase **40.9%** compared to Dec-2023  
 Increase **53.2%** compared to Jan-2023  
**2.2 Mil.USD** higher than monthly average in 2023  
 Reached **9.6%** value in 2023

## Percentage of export value to Japan, Jan-2024



## Changes in percentage of export results to Japan, Jan-2024

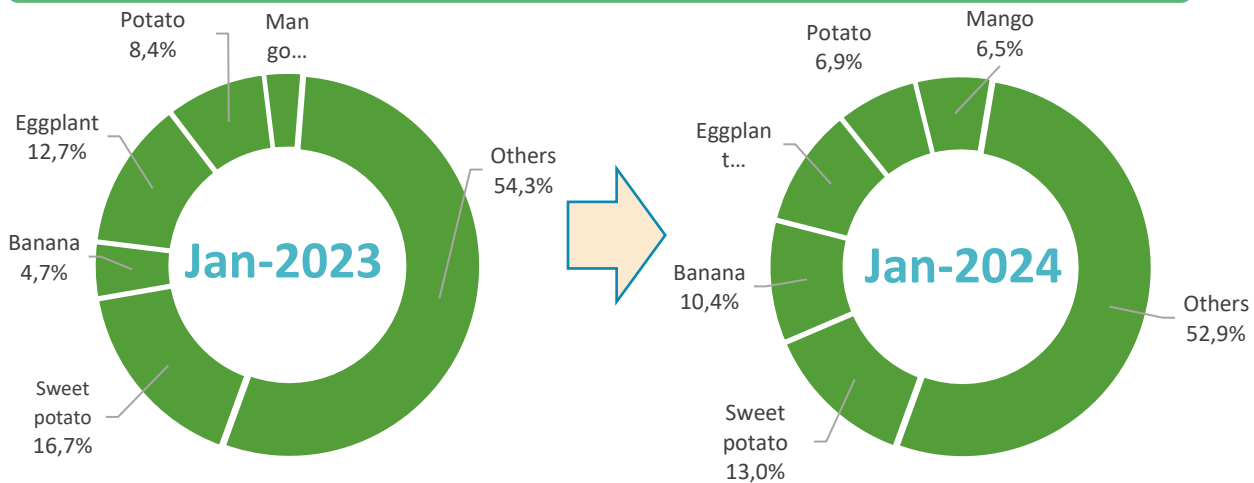






# FRUIT AND VEGETABLE (EXPORT)

## Structure of exports by products to Japan, Jan-2024



## Export results to Japan, Jan-2024



### Sweet potato

Value: **2.2** Mil.USD

Increase **12.8%** compared to Dec-2023

Increase **19.4%** compared to Jan-2023



### Banana

Value: **1.8** Mil.USD

Increase **20.9%** compared to Dec-2023

Increase **240.2%** compared to Jan-2023



### Eggplant

Value: **1.7** Mil.USD

Increase **66.6%** compared to Dec-2023

Increase **24.1%** compared to Jan-2023



### Potato

Value: **1.2** Mil.USD

Increase **15.6%** compared to Dec-2023

Increase **25.5%** compared to Jan-2023



### Mango

Value: **1.1** Mil.USD

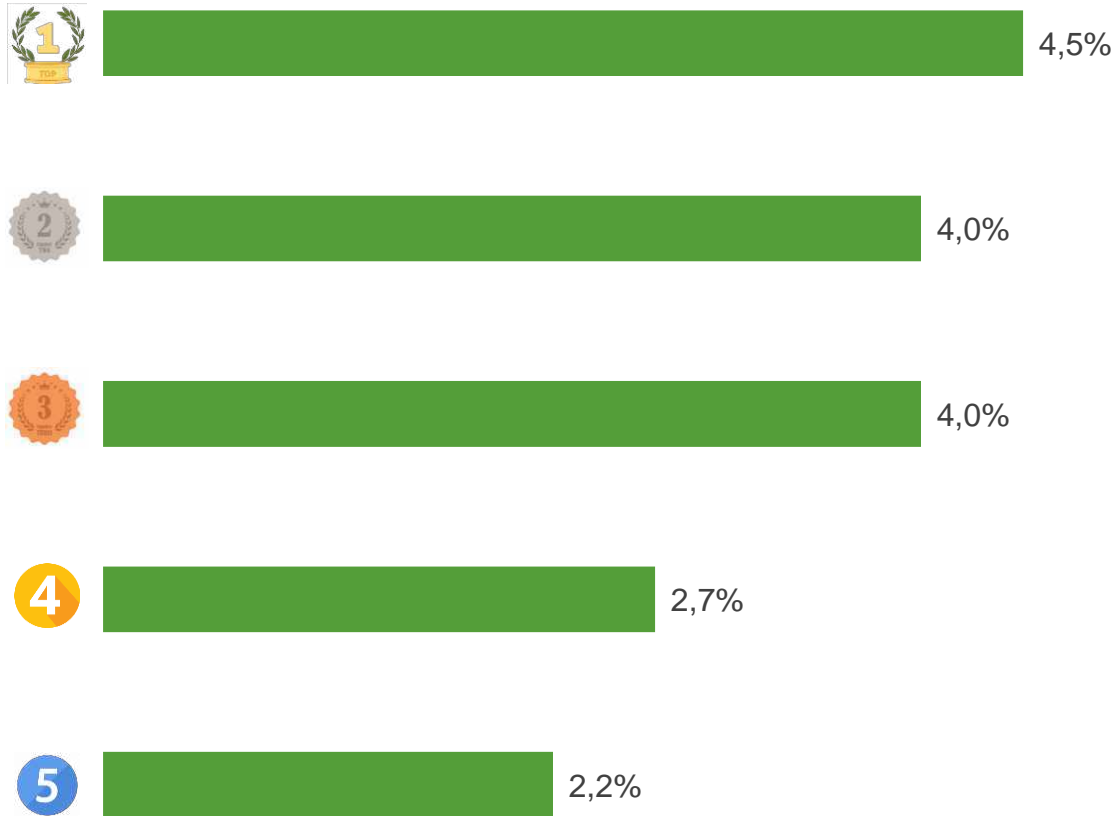
Increase **28.7%** compared to Dec-2023

Increase **211.3%** compared to Jan-2023

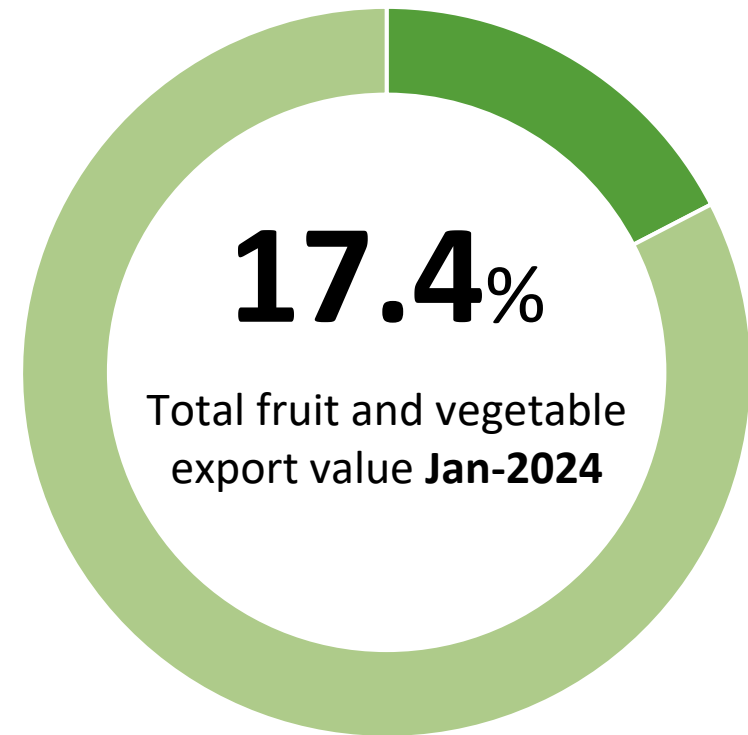


# FRUIT AND VEGETABLE (EXPORT)

## TOP 5 export enterprises by value to Japan, Jan-2024



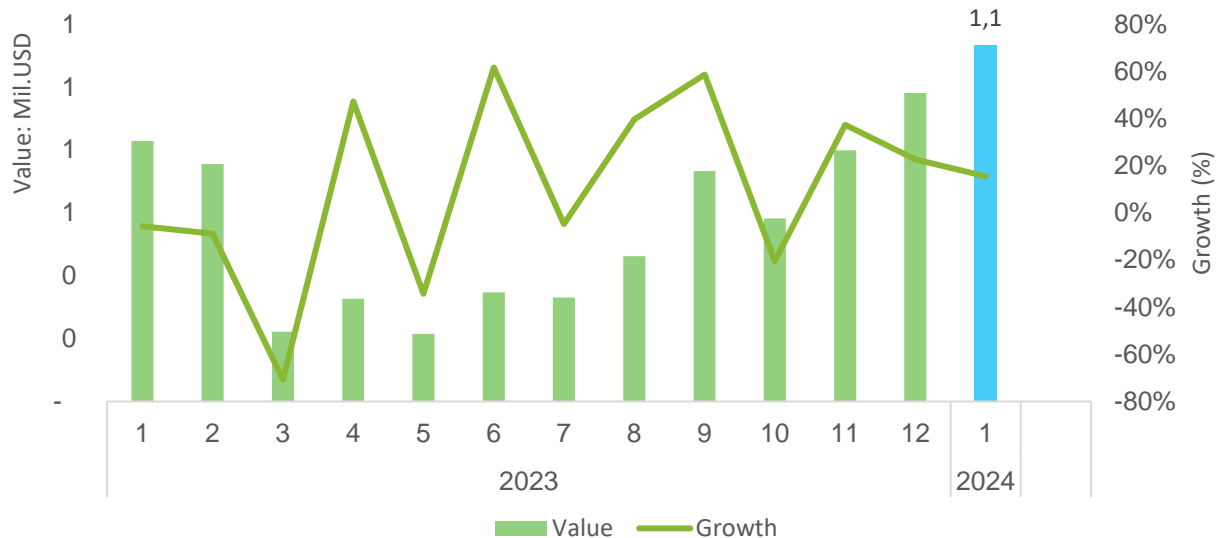
## Value ratio of TOP 5 export enterprises to Japan, Jan-2024





# FRUIT AND VEGETABLE (IMPORT)

## Import value from Japan, Jan-2024



## Import results from Japan, Jan-2024



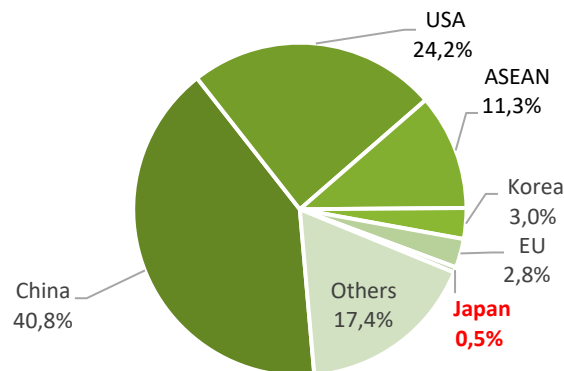
Increase **15.5%** compared to Dec-2023

Increase **36.8%** compared to Jan-2023

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

Reached **17.2%** value in 2023

## Percentage of import value from Japan, Jan-2024



## Changes in percentage of import value from Japan, Jan-2024





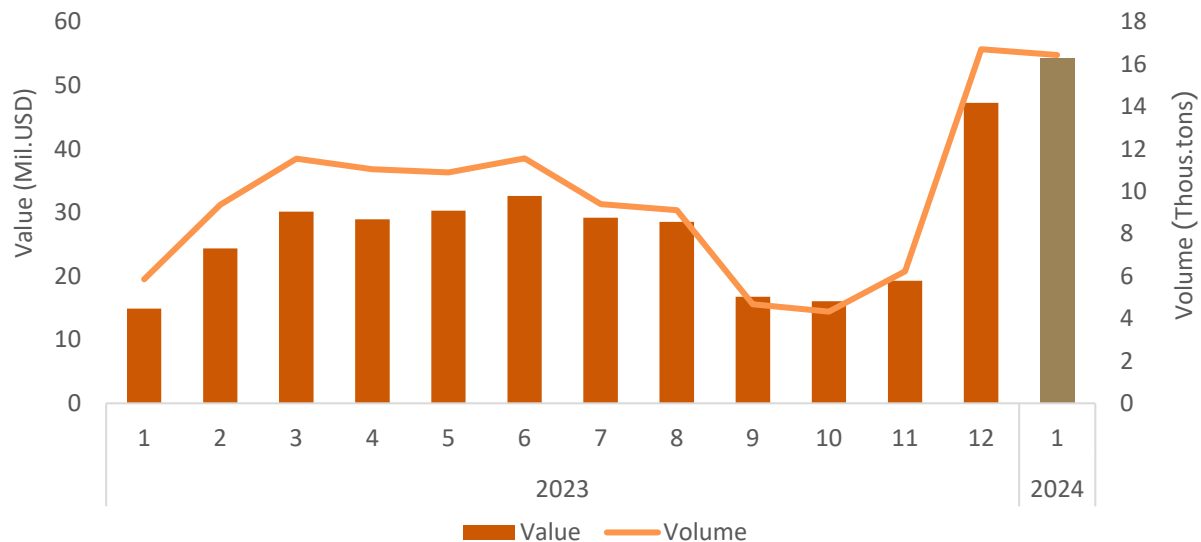
### Strengthening cooperation between Japan and Thailand in Agriculture sector

Japan's Ministry of Agriculture, Forestry and Fisheries is negotiating with Thailand's Ministry of Agriculture and Cooperatives to strengthen cooperation in technique and trade of agricultural products, especially the permission to import grapefruit from Thailand. Japan is the 2nd largest agricultural products export market of Thailand, with the proportion of 10.07% of total export value.



# COFFEE

## Export volume and value to Japan, Jan-2024



## Export results to Japan, Dec-2023

### Value

**54.3** Mil. USD

↗ Increase **14.9%** compared to Dec-2023

↗ Increase **264%** compared to Jan-2023

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

❖ Reached **17.1%** value in 2023

### Volume

**16.4** thousand tons

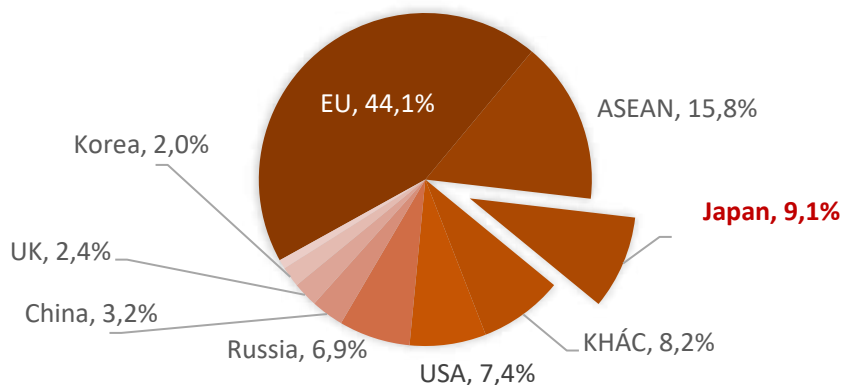
↘ Decrease **1.7%** compared to Dec-2023

↗ Increase **71.8%** compared to Jan-2023

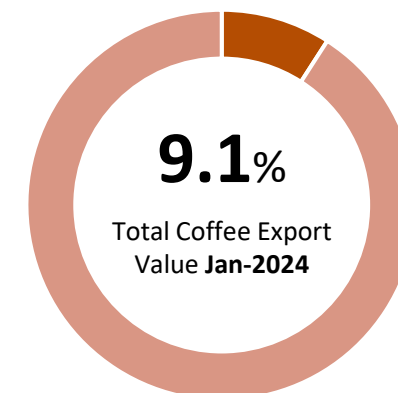
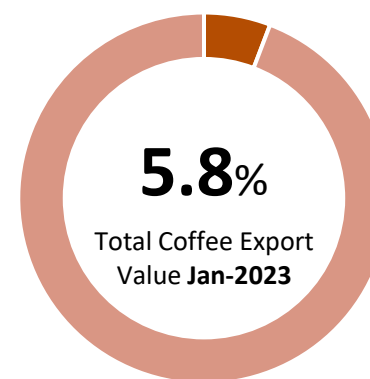
↗ **7.6** thous. tons higher than monthly average in 2023

❖ Reached **14.8%** volume in 2023

## Percentage of export value to Japan, Jan-2024

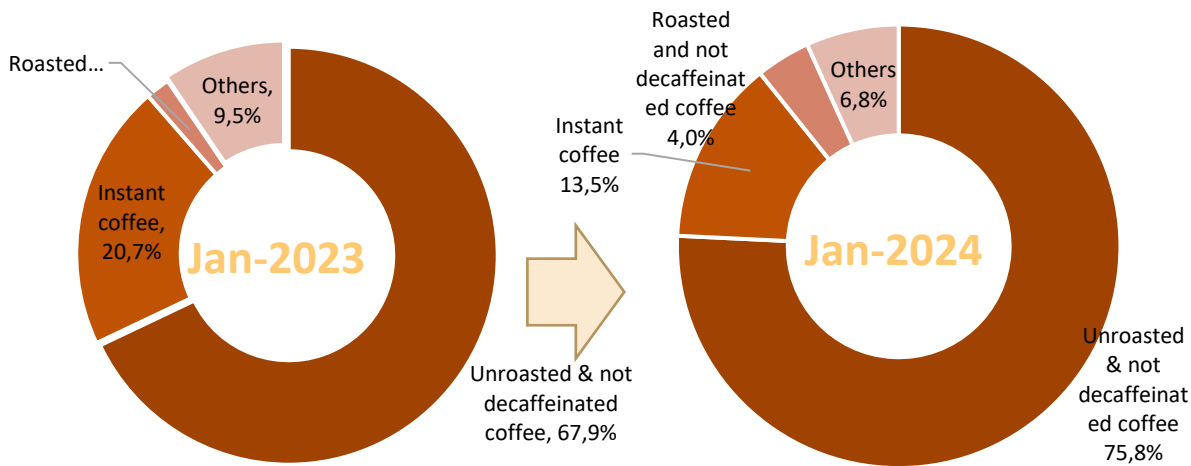


## Changes in percentage of export results to Japan, Jan-2024



# COFFEE

## Structure of exports by products to Japan, Jan-2024



## Export results to Japan, Jan-2024



### Unroasted & not decaffeinated coffee

Value: **41.1** Mil.USD

Increase **3.1%** compared to Dec-2023

Increase **306%** compared to Jan-2023



### Instant coffee

Value: **7.3** Mil.USD

Increase **115%** so compared to Dec-2023

Increase **137%** compared to Jan-2023



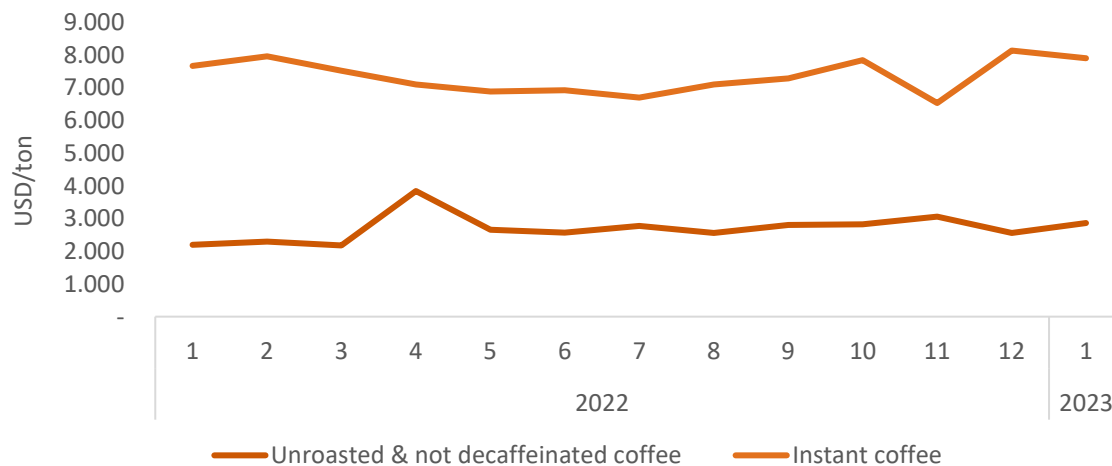
### Other coffee

Value: **2.8** Mil.USD

Decrease **3.5%** compared to Dec-2023

Increase **667%** compared to Jan-2023

## Average export price to Japan, Jan-2024



### Instant coffee

The average export price in Jan-2024 is **7.895** USD/tấn. **Decrease 2.9%** compared to the previous month, and **Increase 10.8%** compared to the same month of 2023.

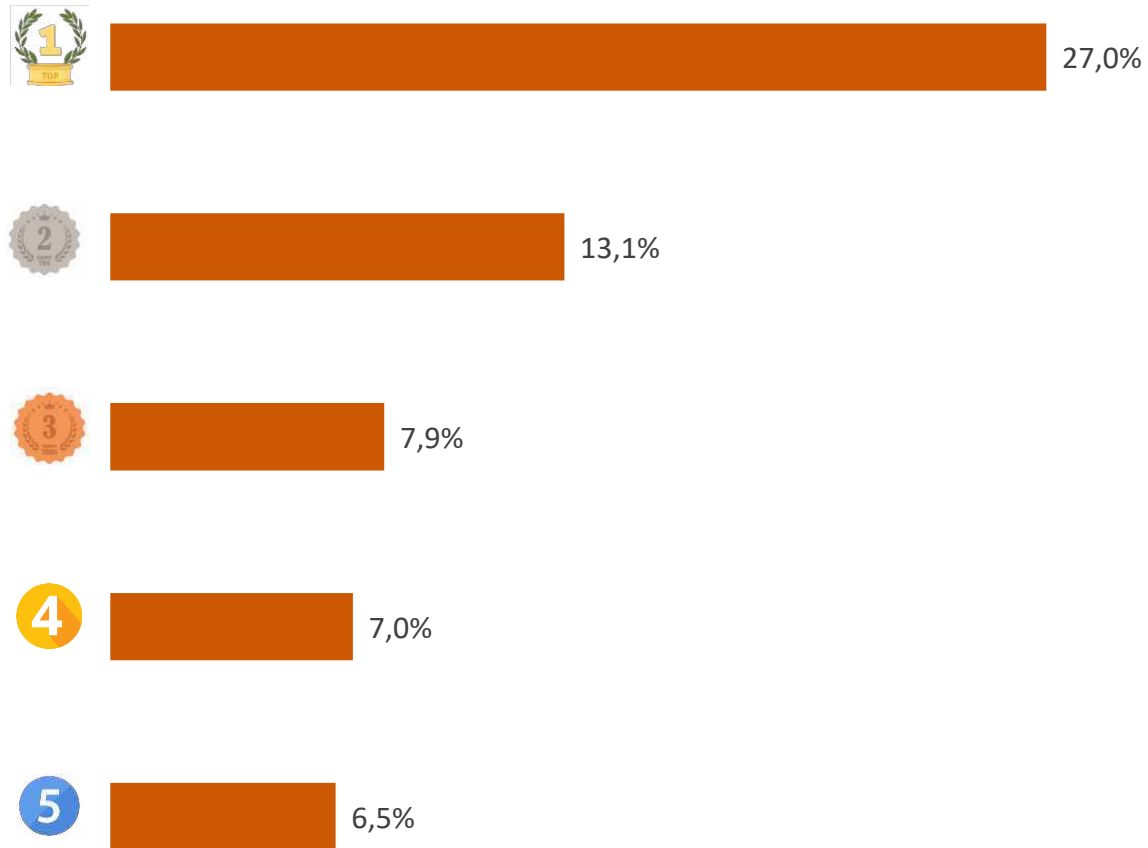
### Unroasted & not decaffeinated coffee

The average export price in Jan-2024 is **2.859** USD/tấn; **Increase 11.6%** compared to the previous month. and **Increase 39.3%** compared to the same month of 2023.

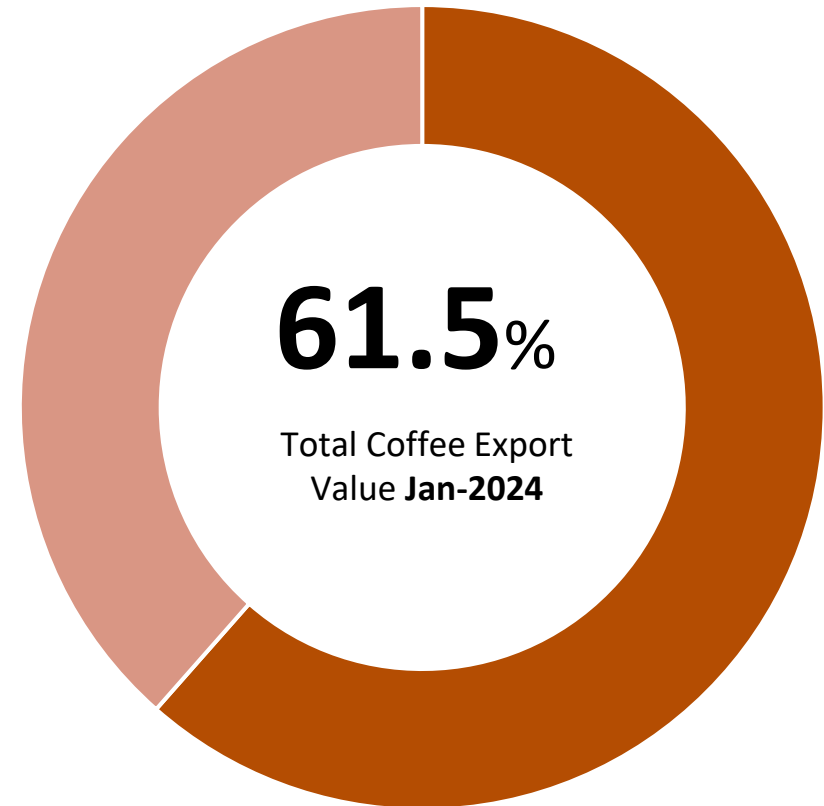


# COFFEE

## TOP 5 export enterprises by value to Japan, Jan-2024



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





### **Japan reduces imported coffee**

According to the Japan Coffee Association, in November 2023, importing green coffee (HS 0901.11) was nearly 25 thousand tons, worth \$97.6 million, down 5% in volume and 17.6% in value over the same period in 2022. The top 3 largest suppliers of Japan are Brazil, Vietnam and Ethiopia with the proportion of 46.7%, 20.8%, 8.5% respectively.

*Source: [coffee.ajca.or.jp](http://coffee.ajca.or.jp) (2/2023)*

### **Japan promotes to develop coffee in Laos**

The United Nations World Food Programme (WFP) and Japan's Government launched a project of empowering coffee farmers in two districts of Lao PDR's Luang Prabang Province on February 2024. Japan's Government funded USD 1 million for the project to benefit about 300 smallholder coffee producers and their families in eight villages in Luang Prabang province in 2.5 years.

The project aims to enhance the coffee quality and production capacities to contribute to create an opportunity to export to the Japanese market. The project also incorporates nutritional education into to the coffee value chain, creating a model that can be replicated combining agriculture development and health improvements.

*Source: [miragenews.com](http://miragenews.com) (Feb-2024)*

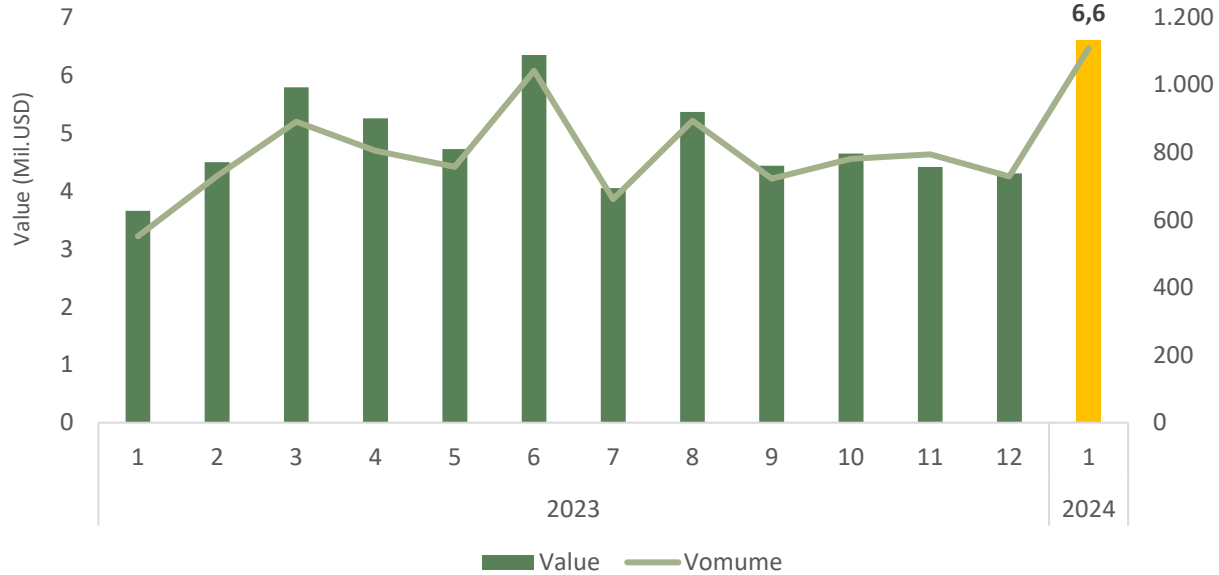




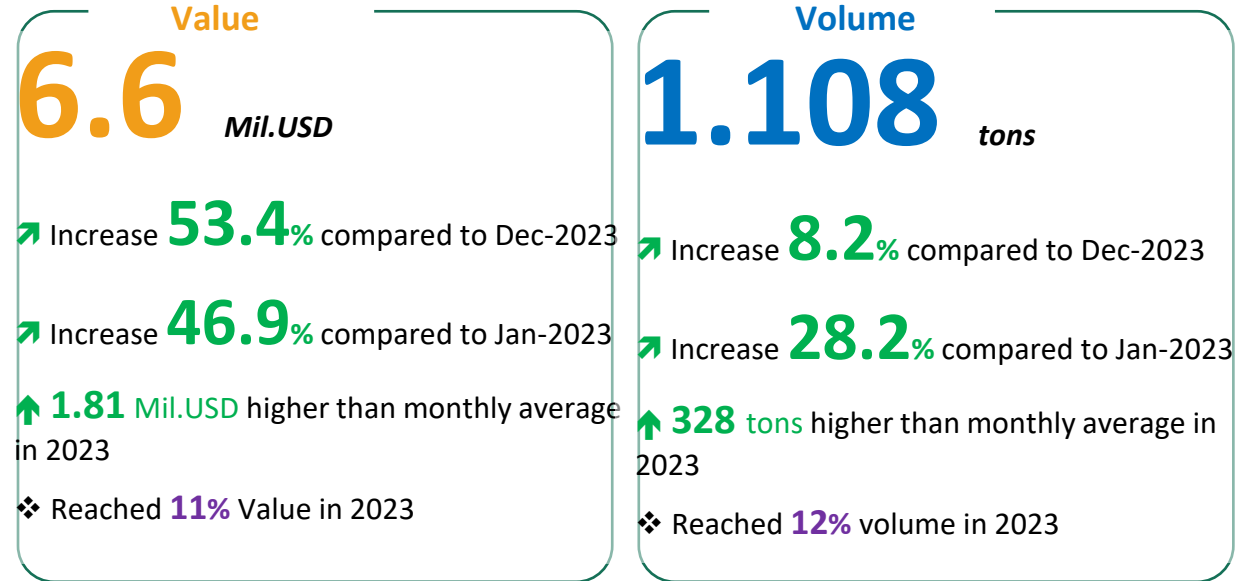


# CASHEW NUTS

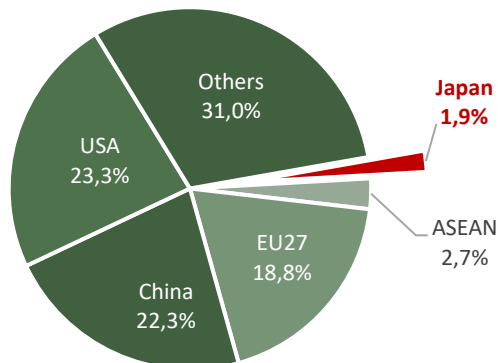
## Export volume and value to Japan, Jan-2024



## Export results to Japan, Jan-2024



## Percentage of export value to Japan, Jan-2024



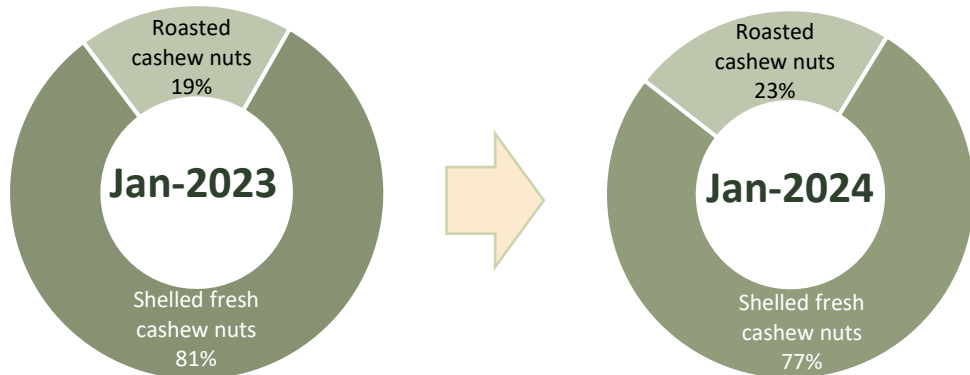
## Changes in percentage of export results to Japan, Jan-2024





# CASHEW NUTS

## Structure of exports by products to Japan, Jan-2024



## Average export price to Japan, Jan-2024



## Export results to Japan, Jan-2024



### Shelled fresh cashew nuts

Value: **3.24** Mil.USD

Increase **56.5%** compared to Dec-2023

Increase **75.4%** compared to Jan-2023



### Roasted cashew nuts

Value: **1.53** Mil.USD

Increase **26.1%** compared to Dec-2023

Increase **133.3%** compared to Jan-2023

### Shelled fresh cashew nuts

The average export price in Jan-2024 is **5.422** USD/tấn; Increase **1.9%** compared to the previous month ; and Decrease **8.9%** compared to the same month of 2023.

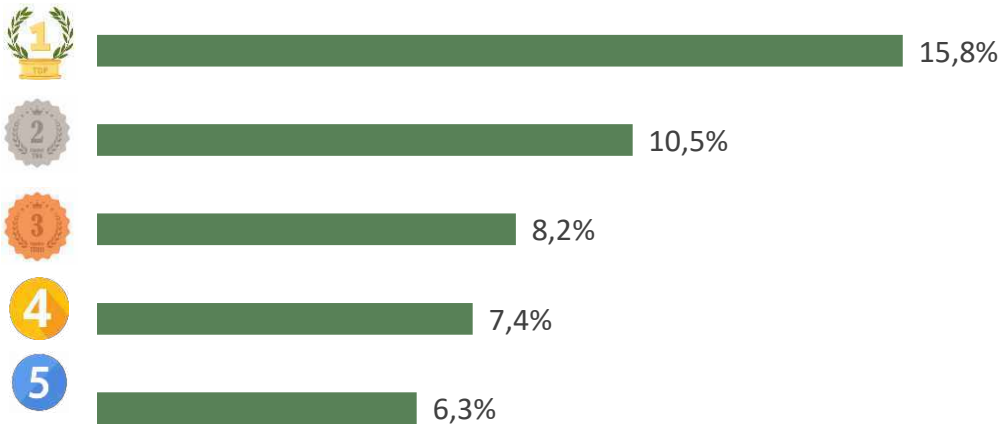
### Roasted cashew nuts

The average export price in Jan-2024 is **7.580** USD/tấn; Decrease **9.3%** compared to the previous month ; and Decrease **12.3%** compared to the same month of 2023.

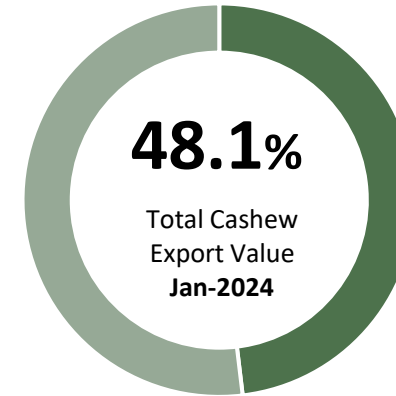


# CASHEW NUTS

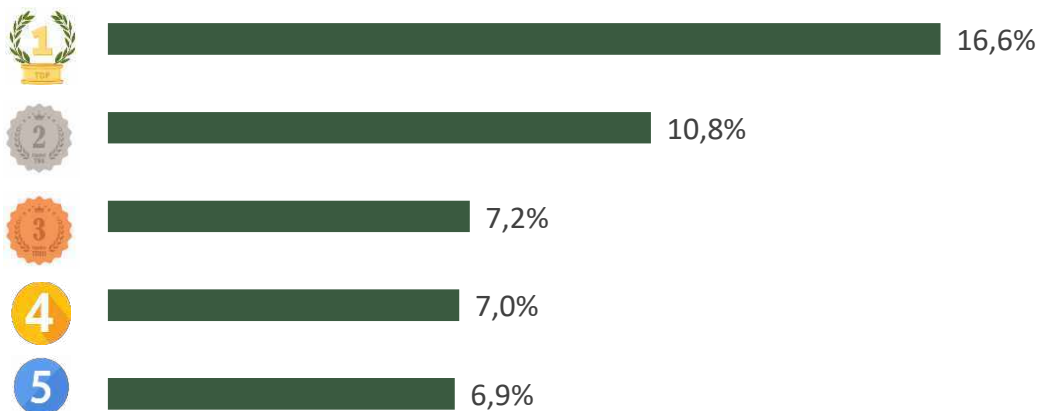
## TOP 5 export enterprises by value to Japan, Jan-2024



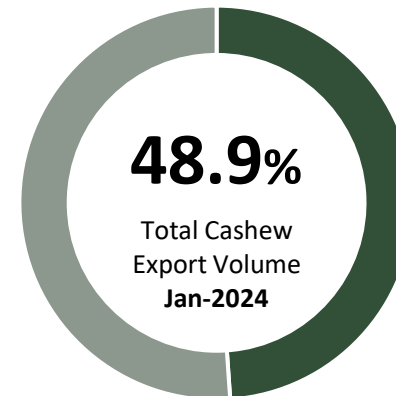
## Value ratio of TOP 5 export enterprises to Japan, Jan-2024



## TOP 5 export enterprises by volume to Japan, Jan-2024



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



# CASHEW NUTS

## SPOTLIGHT



### **Japan invests in expanding cashew nut processing plant in Cambodia**

Mirat Agritech Co., Ltd. (Japan) invested more than 1 million USD to build a cashew nut processing factory in Kampong Thom province, Cambodia, and becoming the largest cashew nut processing factory in this province. Kampong Thom is a province that has potential for agricultural and industrial crops, especially cashew trees with an area of about 150 thousand hectares, average yield of 1.5 tons/ha/year.

Chairman of Mirat Agritech Co., Ltd. said that the factory will process about 10 tons of cashew nuts per day, 1,500 tons for the first year and 3,000 tons per year for the following years.

Currently, most of Cambodia's cashew nuts are exported in raw form with low value due to lack of drying, warehousing and processing plants.

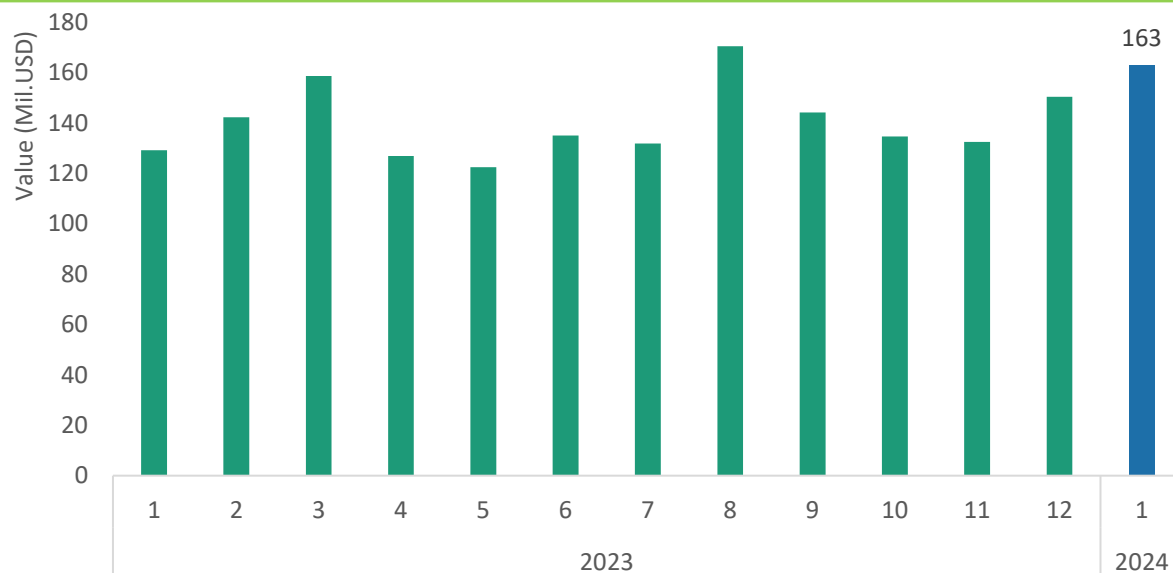
*Source: [kampuhealthmey.com](http://kampuhealthmey.com)*





# WOOD & WOODEN PRODUCTS

## Export value to Japan, Jan-2024



## Export results to Japan, Jan-2024

Value



163

Mil.USD

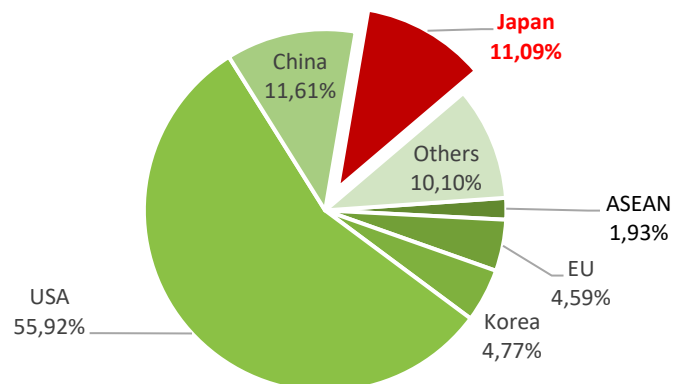
↗ Increase **8.2%** compared to Dec-2023

↗ Increase **26.1%** compared to Jan-2023

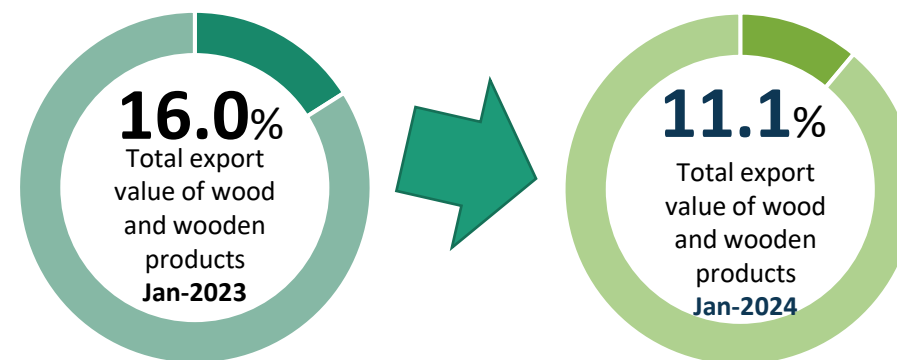
↗ **23 Mil.USD** higher than monthly average in 2023

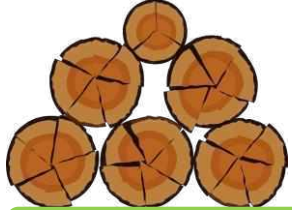
❖ Reached **9.7%** Value 2023

## Percentage of export value to Japan, Jan-2024



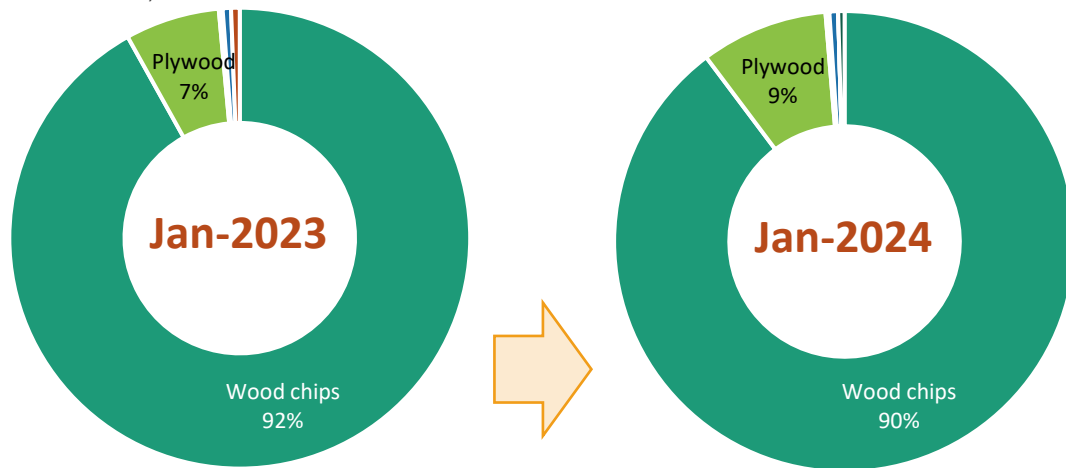
## Changes in percentage of export results to Japan, Jan-2024





# WOOD & WOODEN PRODUCTS

## Structure of exports by products to Japan, Jan-2024



## Export results to Japan, Jan-2024



### Wood chips

Value: **97.2** Mil.USD

Increase **6%** compared to Dec-2023

Increase **15%** compared to Jan-2023



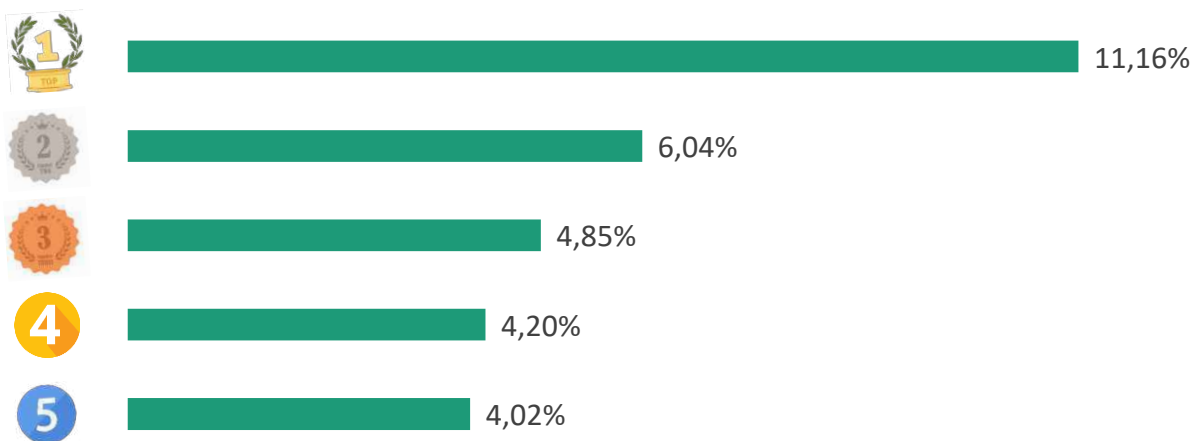
### Plywood

Value: **9.7** Mil.USD

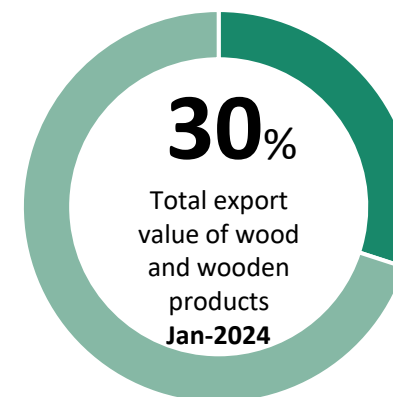
Increase **5%** compared to Dec-2023

Increase **58%** compared to Jan-2023

## TOP 5 export enterprises by value to Japan, Jan-2024



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





# WOOD & WOODEN PRODUCTS



## SPOTLIGHT

The value of Japan's December 2023 imports of assembled flooring (HS441871-79) rose around 8% from the previous month, and 47% from the same period of 2022. The main category of assembled flooring imports (HS441875) accounts for the biggest percent, about 67% of the total assembled flooring imports. The main suppliers of HS441875 in December were China 52%, Malaysia (12%), and Vietnam 10% and Italy (7.5%).

In December 2023, Japan's plywood import decreased 12% compared to the previous month and 5% to the same period of last year. The top three markets supplying plywood to Japan are Indonesia, Vietnam and China.

Source: ITTO



Any comments, please send to:

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

