

Volume: AUGUST-2024

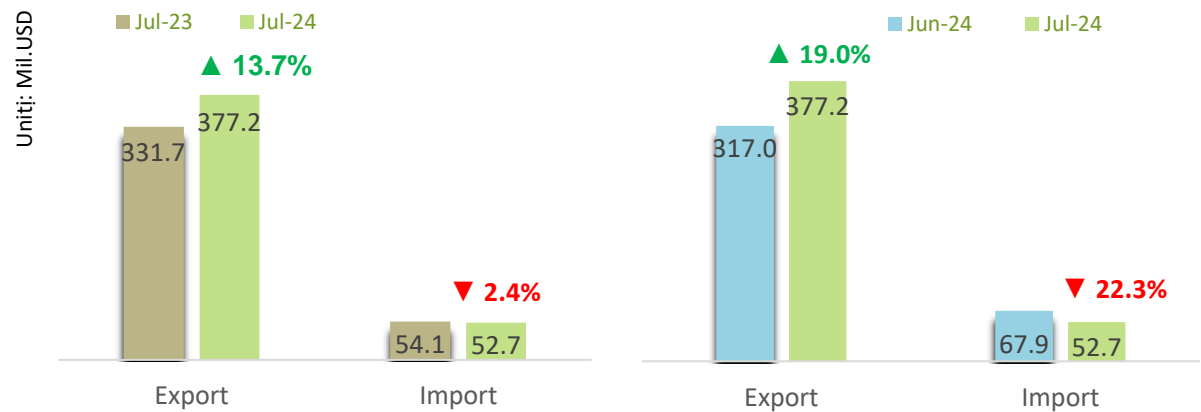
MONTHLY REPORT ON  
AGRI-PRODUCT EXPORT

**FROM VIETNAM TO  
JAPAN MARKET**

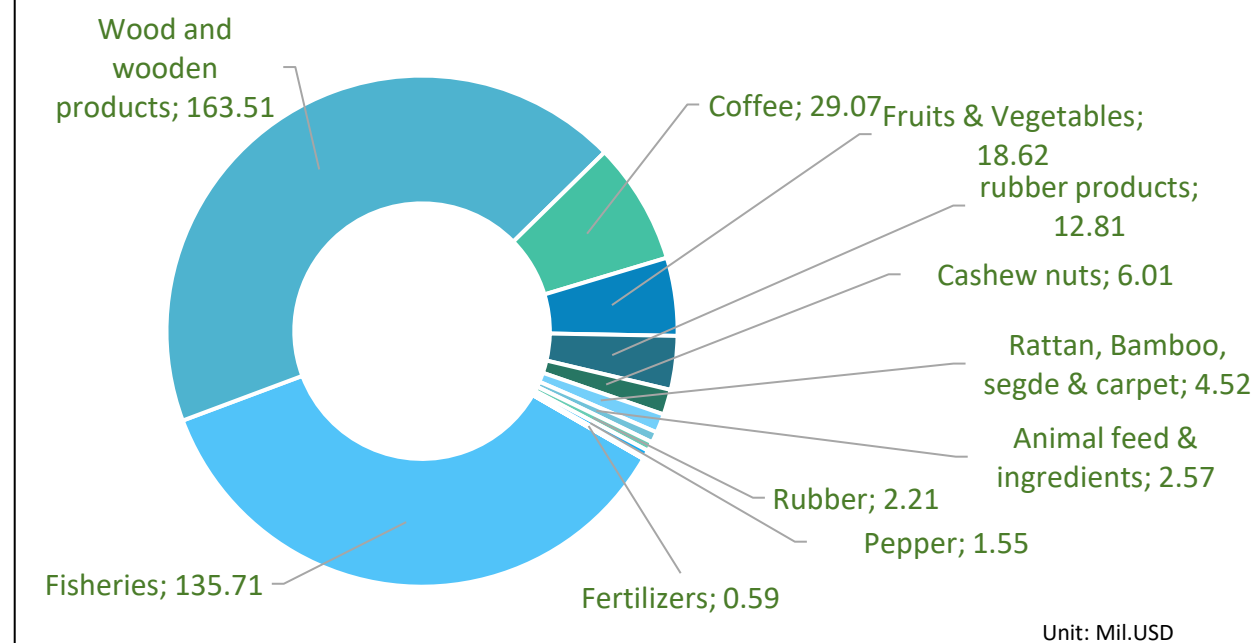


TÌNH HÌNH XUẤT NHẬP KHẨU NÔNG LÂM FISHERIES VIỆT NAM SANG THỊ TRƯỜNG NHẬT BẢN THÁNG 7/2024

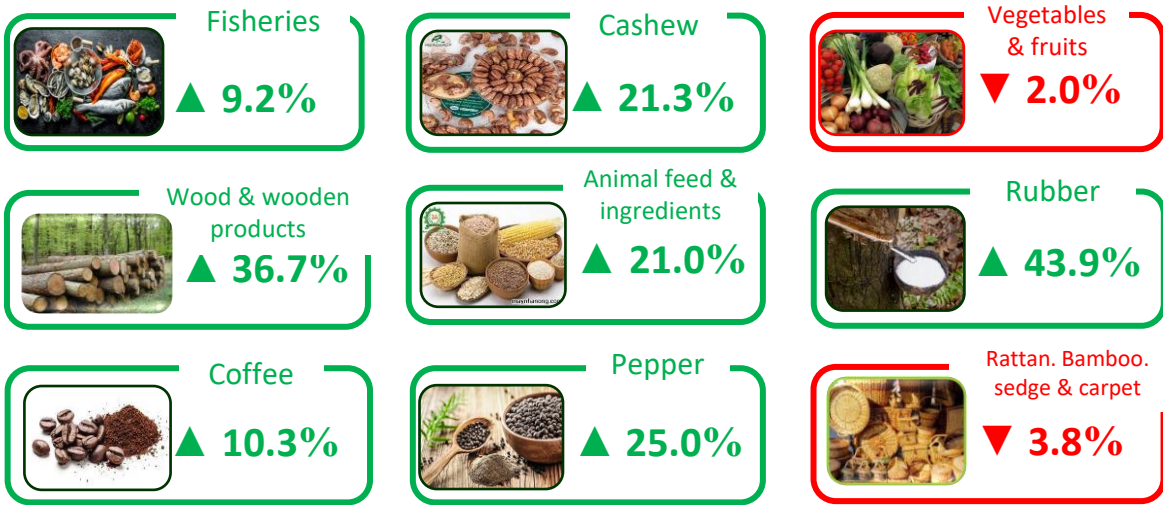
AFF product import-export turnover between Vietnam and Japan, Jul-2024



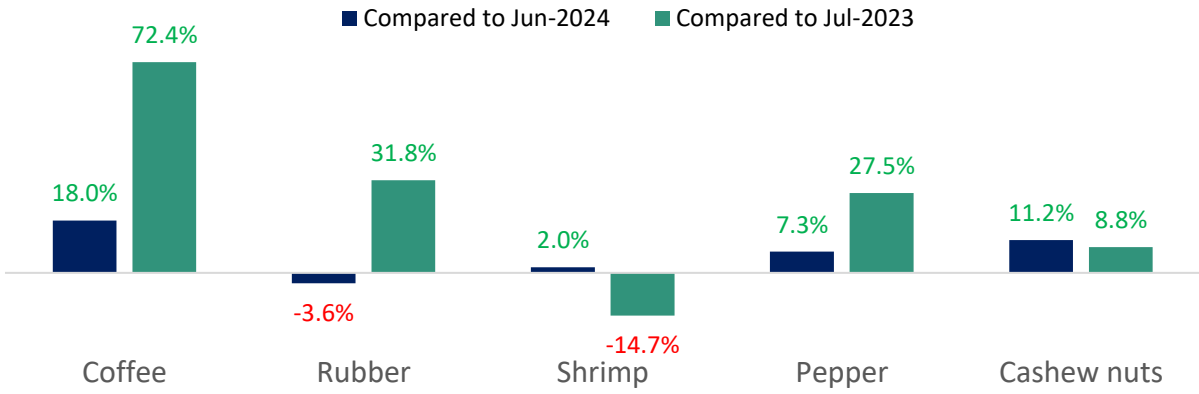
Value XK NLTS chính sang Japan, Jul-2024



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



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



Source: Calculated from data of the General Department of Customs



## Japan's Economic Growth Recovery

In Q2 2024, Japan's economy grew by 3.1% year-on-year, recovering from negative growth in the previous quarter due to strong consumer demand. According to data released on August 15, private consumption in Japan saw its first quarterly increase in over a year, rising by 1% compared to the previous quarter.

The GDP data was released after the Bank of Japan (BOJ) raised interest rates by 0.25% at the end of July. BOJ is planning to reduce its government bond purchasing program. These

are decisive decisions of BOJ, showing increasing confidence in the economy recovery.

Meanwhile, inflation in Japan remains higher than BOJ's objectives of 2%. In June, the core Consumer Price Index (CPI), which excludes fresh food, rose by 2.6% year-on-year.

In spite of positive growth in Q2, some economists believe it is still too early to conclude that Japan has overcome the negative impacts of the economic recession.

*Source: Vneconomy.vn*



## Japan's Agricultural, Forestry, and Fisheries Exports Decline

The export value of Japan's food, agricultural, forestry, and fisheries products in the first half of 2024 reached 701.3 billion Yen (4.7 billion USD), down 1.8% year-on-year, due to reducing exports to China. According to Japan's Ministry of Agriculture, Forestry, and Fisheries, the main reason is that China's ban on importing Japanese seafood after Tokyo released treated radioactive wastewater from the Fukushima nuclear plant into

the sea in August 2023.

The export value to the Chinese market decreased by 43.8%, falling to 78.4 billion Yen (526 million USD). Notably, scallop exports fell from 22.3 billion yen (149 million USD) to zero.

The United States remains the Japan's largest partner, with export values of 115.6 billion Yen (775 million USD), an increase of 19.9% year-on-year.

*Source: nhipsongkinhdoanh.vn*



# SPOTLIGHTS



## Agriculture Cooperation between Viet Nam and Japan towards sustainability and digital technology promotion

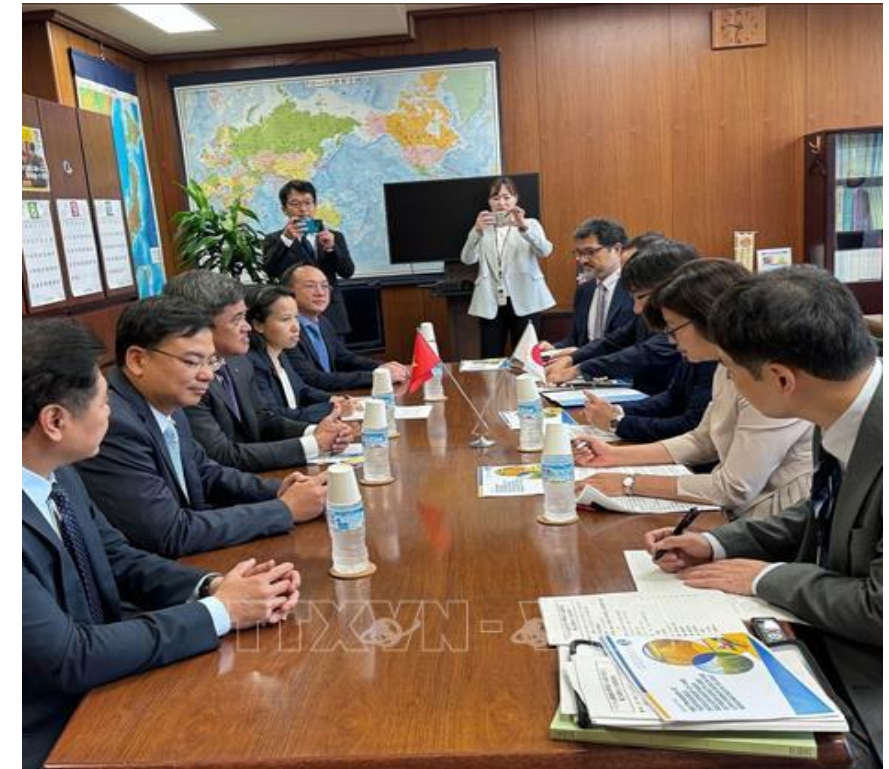
On August 20, in Tokyo (Japan), Mr. Trần Thanh Nam - Deputy Minister of Agriculture and Rural Development, had a bilateral meeting with Mr. Maitachi Shoji - Senator and Deputy Minister of Agriculture, Forestry, and Fisheries of Japan, to promote agriculture cooperation between the two countries. Vietnam proposed that Japan should support capacity building for cooperatives, develop a digitalized supply chain management system, and monitor emission reductions.

The two countries also discussed on expanding cooperation in organic agriculture, logistics, and agriculture trade. Notably,

Japan will support Vietnam in training and upgrading agriculture extension programs. Additionally, Vietnam hopes that Japan will process to allow the import of fruits such as pomelo, passion fruit, and avocado from Vietnam, while Vietnam is finalizing the procedures to import grapes, peaches, and pufferfish from Japan,

Specialized agencies from the agriculture ministries are reviewing related documents to develop the "Medium- and Long-Term Vision for Vietnam-Japan Agriculture Cooperation" for the 2025-2029 period, that expected to be signed in Q1 2025.

Japan is currently one of Vietnam's key markets for agricultural, forestry, and fisheries exports, accounting for about 7.5% of the total annual export value. The average export growth rate over the past 10 years has reached 6.35% per year.



Source:baotintuc.vn





# FISHERIES

Export value to Japan, Jul-2024



Export results to Japan, Jul-2024

Value

**135.7** Mil.USD

➤ Increase **9.2%** compared to Jun-2024

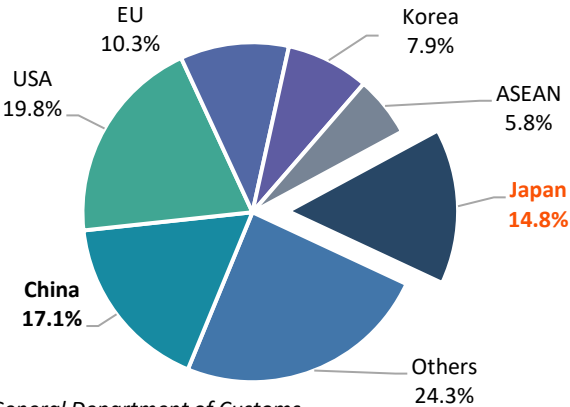
➤ Increase **8.6%** compared to Jul-2023

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

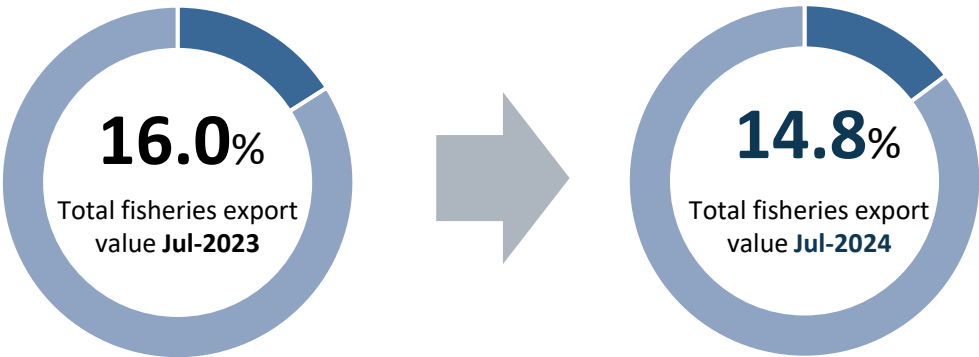
❖ Accumulated 7 months 2024 reached **830.4** Mil.USD. equal to **54.8%** of value in 2023

\$

Percentage of export value to Japan, Jul-2024



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

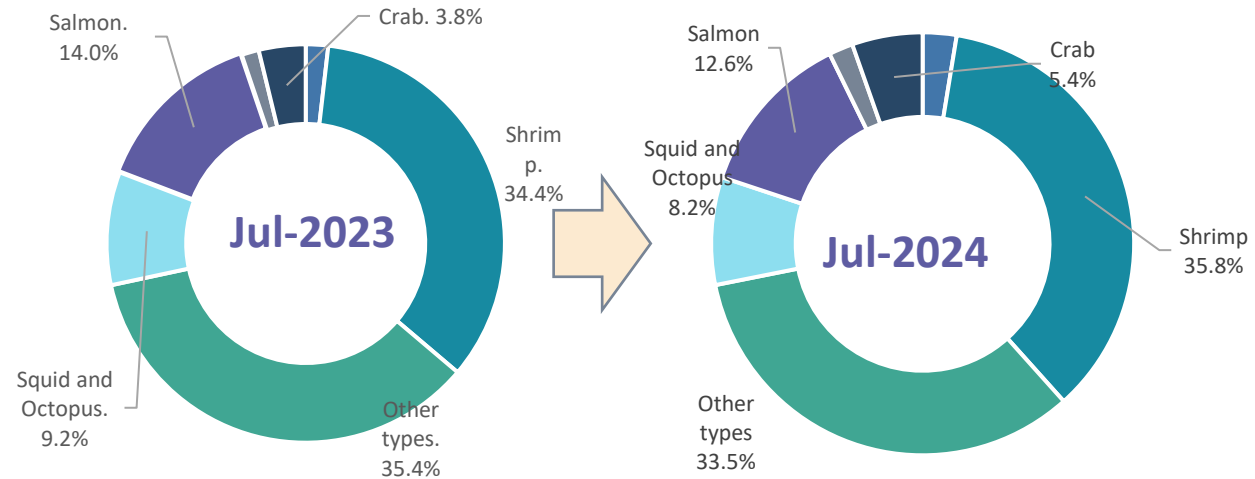


Source: Calculated from data of the General Department of Customs

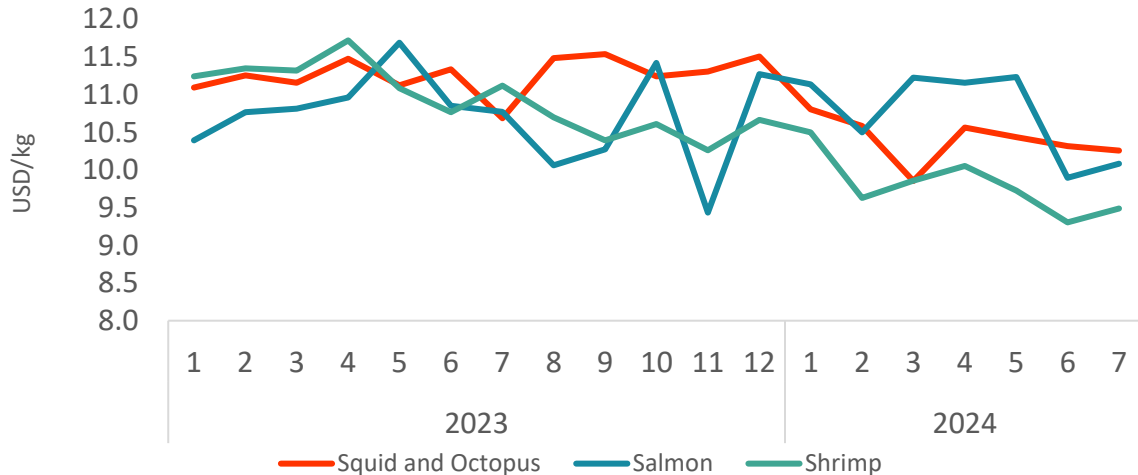


# FISHERIES

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



## Average export price to Japan, Jul-2024



## Export results to Japan, Jul-2024



### Salmon

Value: **17.2** Mil.USD

Increase **11.5%** compared to Jun-2024

Decrease **1.8%** compared to Jul-2023



### Shrimp

Value: **48.6** Mil.USD

Increase **7.3%** compared to Jun-2024

Increase **13.0%** compared to Jul-2023



### Squid and Octopus

Value: **11.2** Mil.USD

Increase **0.9%** compared to Jun-2024

Decrease **2.6%** compared to Jul-2023

### Squid and Octopus

The average export price in Jul-2024 is **10.3** USD/kg; **Decrease 0.6%** compared to the previous month; and **Decrease 4.0%** compared to the same month of 2023.

### Salmon

The average export price in Jul-2024 is **10.1** USD/kg; **Increase 1.9%** compared to the previous month; and **Decrease 6.4%** compared to the same month of 2023.

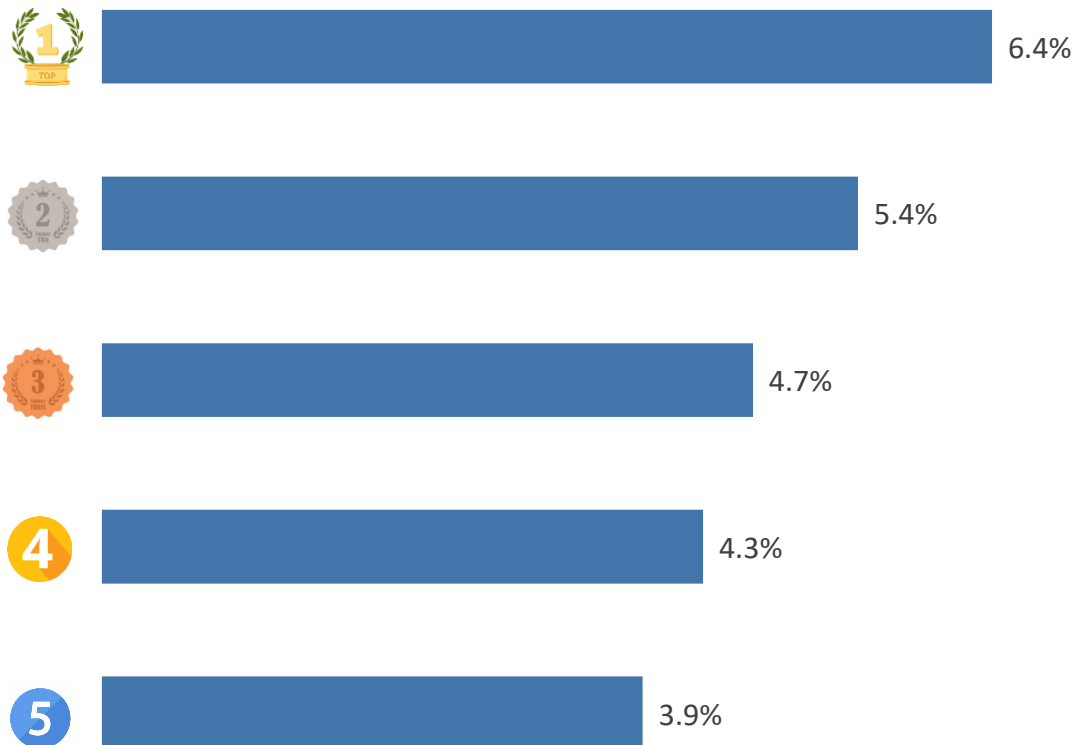
### Shrimp

The average export price in Jul-2024 is **9.5** USD/kg; **Increase 2.0%** compared to the previous month; and **Decrease 14.7%** compared to the same month of 2023.

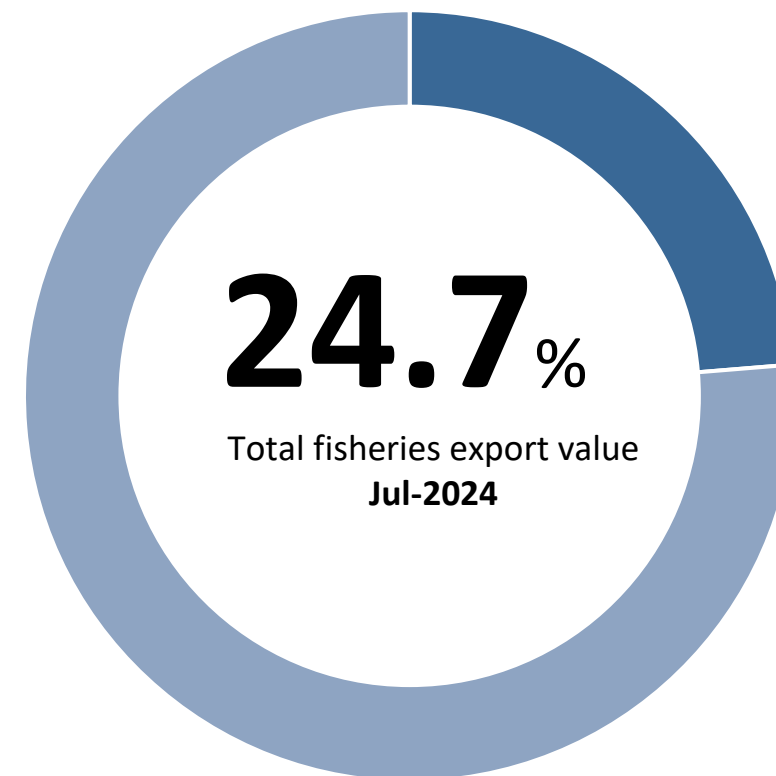


# FISHERIES

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



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



### Japan Discusses Measures to Support the Fisheries Sector

At the end of August 2024, the Japanese government discusses on measures to support the fisheries sector in the context of China's seafood import ban. Prime Minister Fumio Kishida reaffirmed his commitment to maintain responsibility until the Tokyo Electric Power Company (Tepco) completes the release of treated water containing tritium from the Fukushima Daiichi nuclear power plant. Japan has repeatedly asked China to lift the ban, arguing that it is not based on scientific evidence, but China continues to refuse. The Japanese government is also promote to sale seafood products to other countries. However, it has not yet been able to fully compensate for the losses caused by China's ban.

Source: The Japantimes

### Japanese Fisheries Continue to Find New Markets

Japan's agricultural, forestry, and fisheries exports in the first half of 2024 experienced the first decline since 2020 due to China's ban on Japanese seafood imports. The export value to China dropped by 43.8% year-on-year, with scallops being the most heavily affected.

Japan is trying to compensate these losses by boosting exports to the U.S., Canada, Thailand, and Vietnam, while also seeking new markets in Eastern Europe and the Middle East.

The Chairman of the Japan External Trade Organization (JETRO) stated that, with government support, JETRO organized 170 promotional events for Japanese seafood over the past year and is looking for alternative processing locations for scallops to replace China. As a result, Japan has managed to redirect around 20-30% of the lost scallop exports due to China's ban to other market.

Source: nhadautu.vn







# FRUITS & VEGETABLES (EXPORT)

## Export value to Japan, Jul-2024



## Export results to Japan, Jul-2024

Value

18.6

Mil.USD

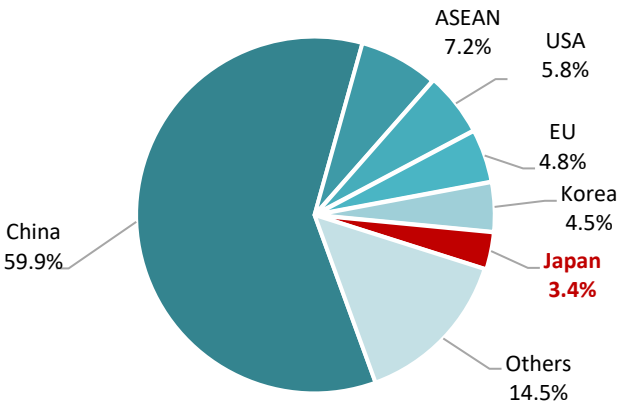
Decrease **2.0%** compared to Jun-2024

Increase **2.2%** compared to Jul-2023

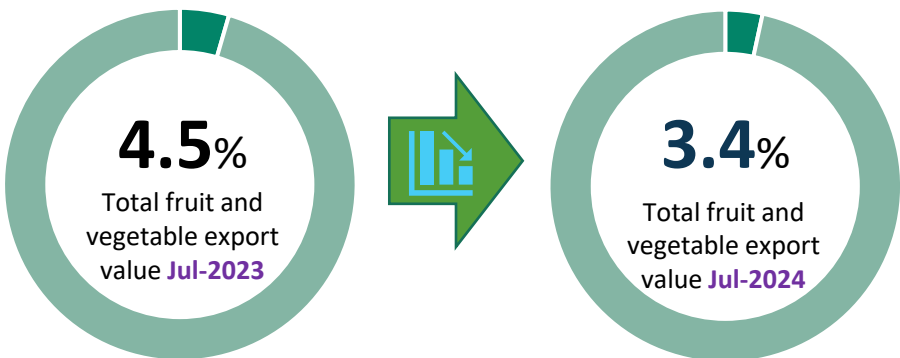
**3.9 Mil.USD** higher than monthly average in 2023

Accumulated 7 months 2024 reached **117.6 Mil.USD**. equal to **66.8%** of value in 2023

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



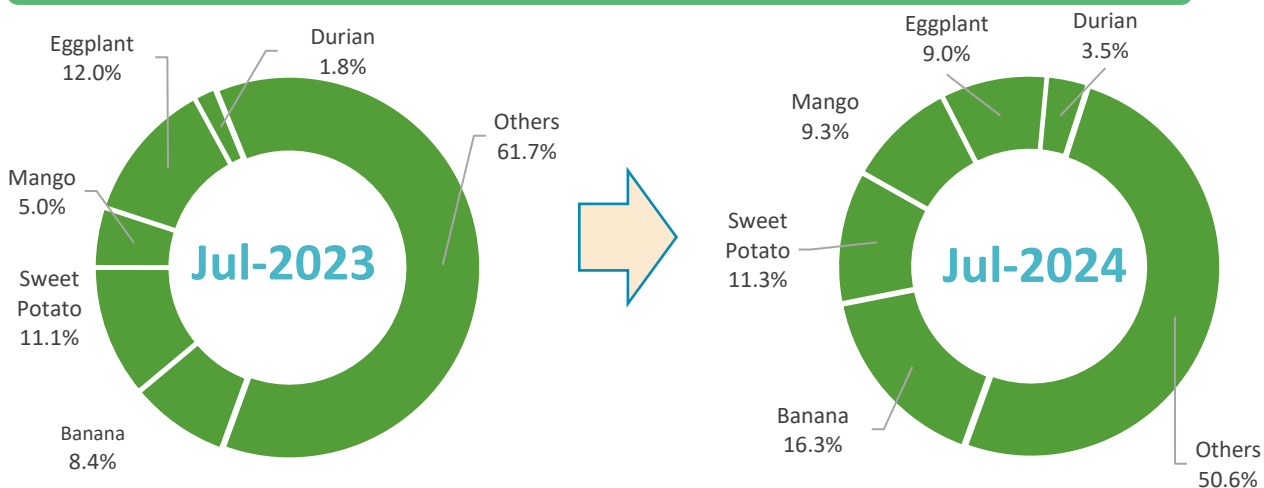
## Changes in percentage of export results to Japan, Jul-2024





# FRUITS & VEGETABLES (EXPORT)

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



### Sweet Potato

Value: **2.1** Mil.USD

Decrease **11.6%** compared to Jun-2024

Increase **3.8%** compared to Jul-2023



### Mango

Value: **1.7** Mil.USD

Increase **4.9%** compared to Jun-2024

Increase **89.5%** so compared to Jul-2023



### Eggplant

Value: **1.7** Mil.USD

Decrease **10.5%** compared to Jun-2024

Decrease **23.3%** compared to Jul-2023



### Durian

Value: **0.64** Mil.USD

Decrease **24.3%** compared to Jun-2024

Increase **96.3%** compared to Jul-2023

## Export results to Japan, Jul-2024



### Banana

Value: **3.0** Mil.USD

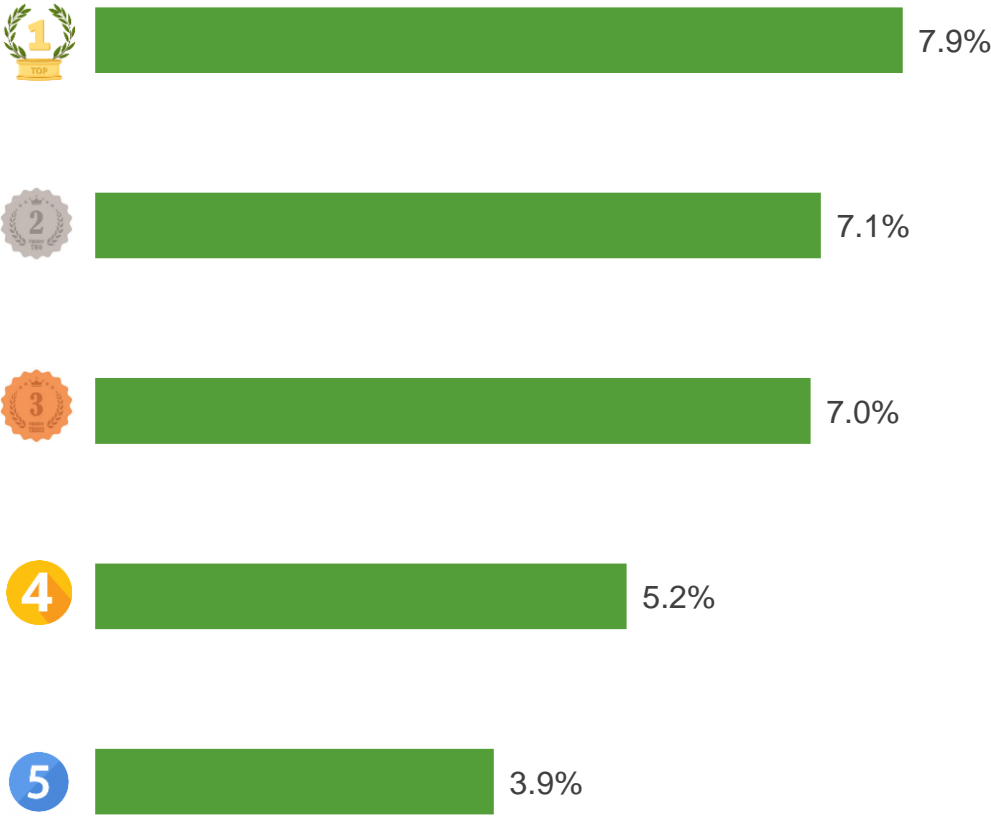
Increase **10.2%** compared to Jun-2024

Increase **99.6%** compared to Jul-2023

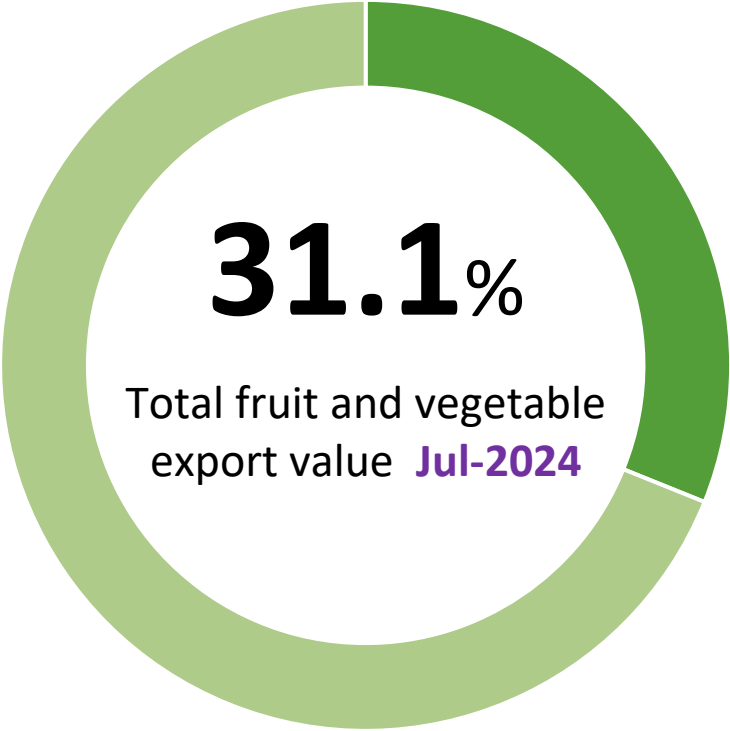


# FRUITS & VEGETABLES (EXPORT)

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



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



Source: Calculated from data of the General Department of Customs





# FRUITS & VEGETABLES (IMPORT)

## Import value from Japan, Jul-2024



## Import results from Japan, Jul-2024

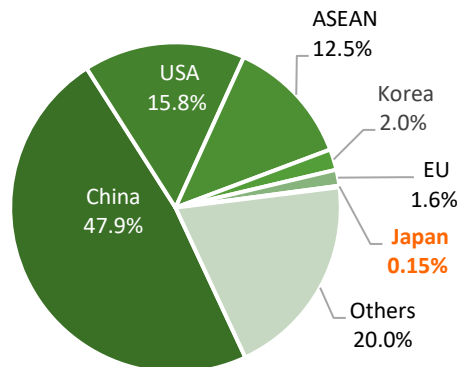


Decrease **2.6%** compared to Jun-2024

Decrease **5.8%** compared to Jul-2023  
**237.1 thous.USD** lower than monthly average in 2023

Accumulated 7 months 2024 reached **3.2 Mil.USD**. equal to **49.0%** of value in 2023

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



## Changes in percentage of import results from Japan, Jul-2024



01

### **Cherry Production Area and Yield Will Decrease in the 2024/25 Season**

According to the USDA, Japan's fresh cherry production is projected to decrease by 15% in the 2024/25 season due to labor shortages, high temperatures, and a reduction in cultivated land area. Production in Yamagata, the main producing region, is expected to drop by 10%. Most Japanese cherries are consumed domestically as fresh fruit and gifts.

*Source: Tridge.com*

02

### **Vietnam's Fruit and Vegetable Exports to Japan tend to increase**

According to the Vietnam Fruit and Vegetable Association (Vinafruit), the export value of Vietnam's fruits and vegetables to Japan is on upwards. In addition to the traditional Chinese market, Vietnam's fruit and vegetable products are expanding in the Northeast Asian region.

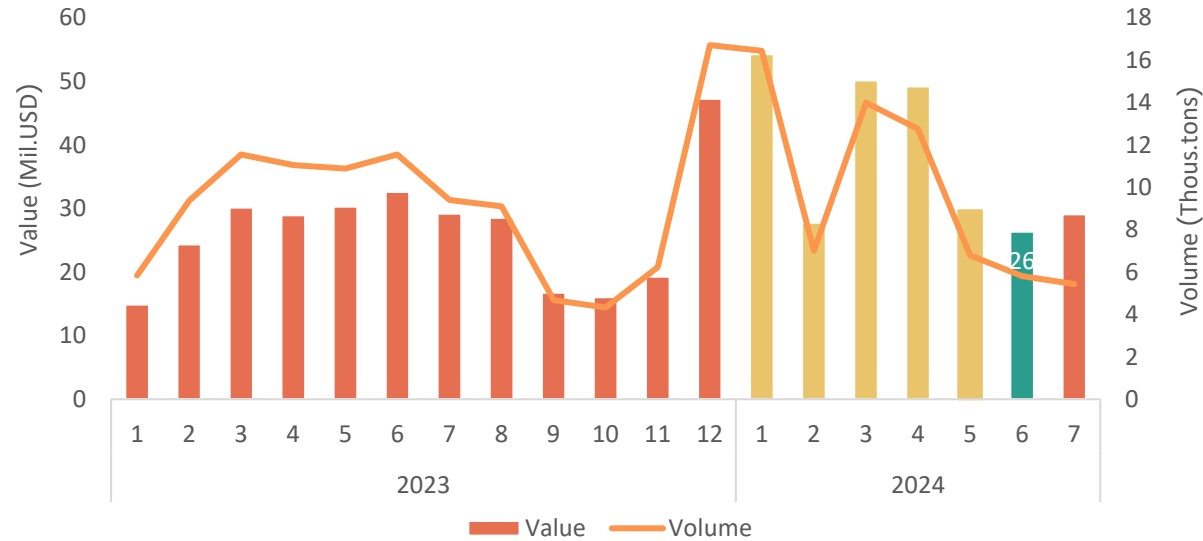
*Source: Baotintuc.vn*





# COFFEE

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



## Export results to Japan, Jul-2024

**Value**  
**29.1** Mil.USD

↗ Increase **10.3%** compared to Jun-2024

↘ Decrease **0.4%** compared to Jul-2023

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

❖ Accumulated 7 months 2024 reached **266.5** Mil.USD. equal to **83.8%** of value in 2023

**Volume**  
**5.4** Thous.tons

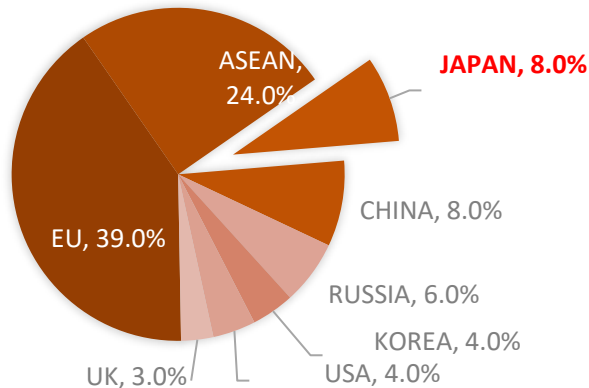
↘ Decrease **6.5%** compared to Jun-2024

↘ Decrease **42.2%** compared to Jul-2023

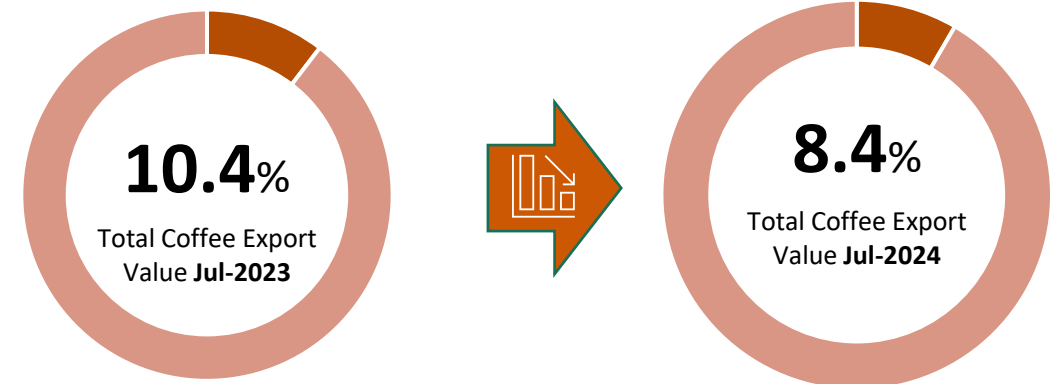
↘ **3.8** Thous.tons lower than monthly average in 2023

❖ Accumulated 7 months 2024 reached **68.2** Thous.tons. equal to **61.6%** of volume in 2023

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



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

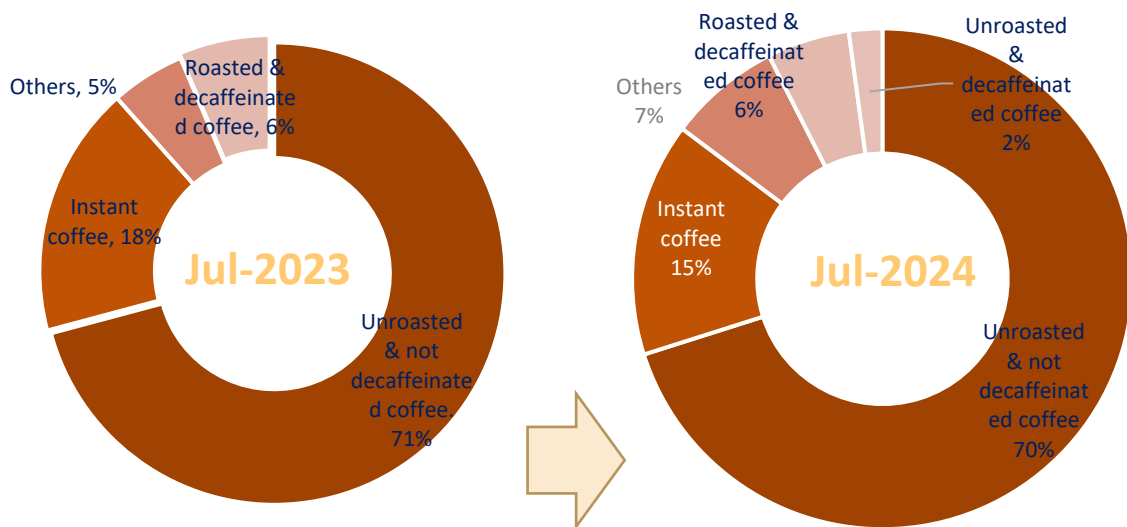




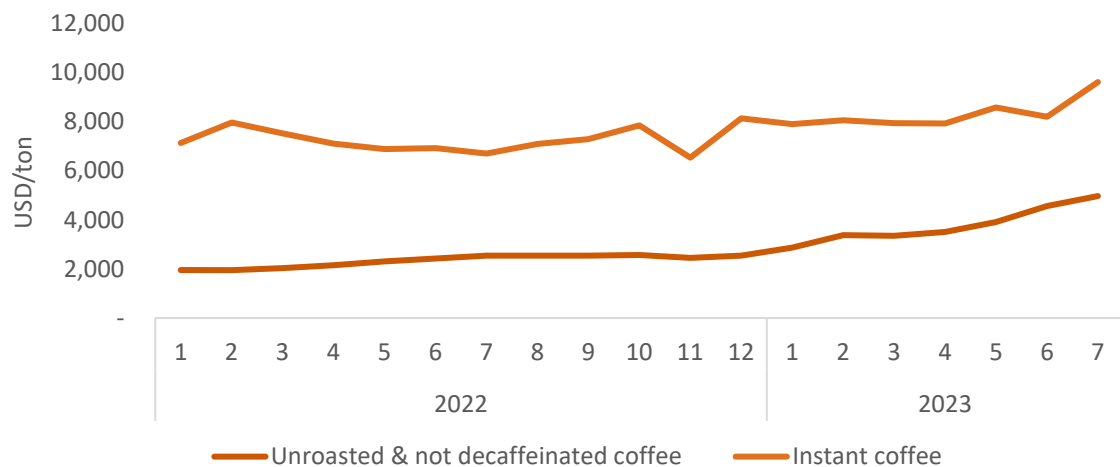


# COFFEE

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



## Average export price to Japan, Jul-2024



Source: Calculated from data of the General Department of Customs

## Export results to Japan, Jul-2024



### Unroasted & not decaffeinated coffee

Value: **19.4** Mil.USD

Decrease **1.7%** compared to Jun-2024

Decrease **5.5%** compared to Jul-2023



### Instant coffee

Value: **4.2** Mil.USD

Increase **4.6%** so compared to Jun-2024

Decrease **17.9%** compared to Jul-2023



### Others

Value: **2** Mil.USD

Increase **120%** compared to Jun-2024

Increase **34%** compared to Jul-2023

## COFFEE tan

The average export price in Jul-2024 is **9.609** USD/ton. Increase **17.2%** compared to the previous month; and Increase **43.6%** compared to the same month of 2023.

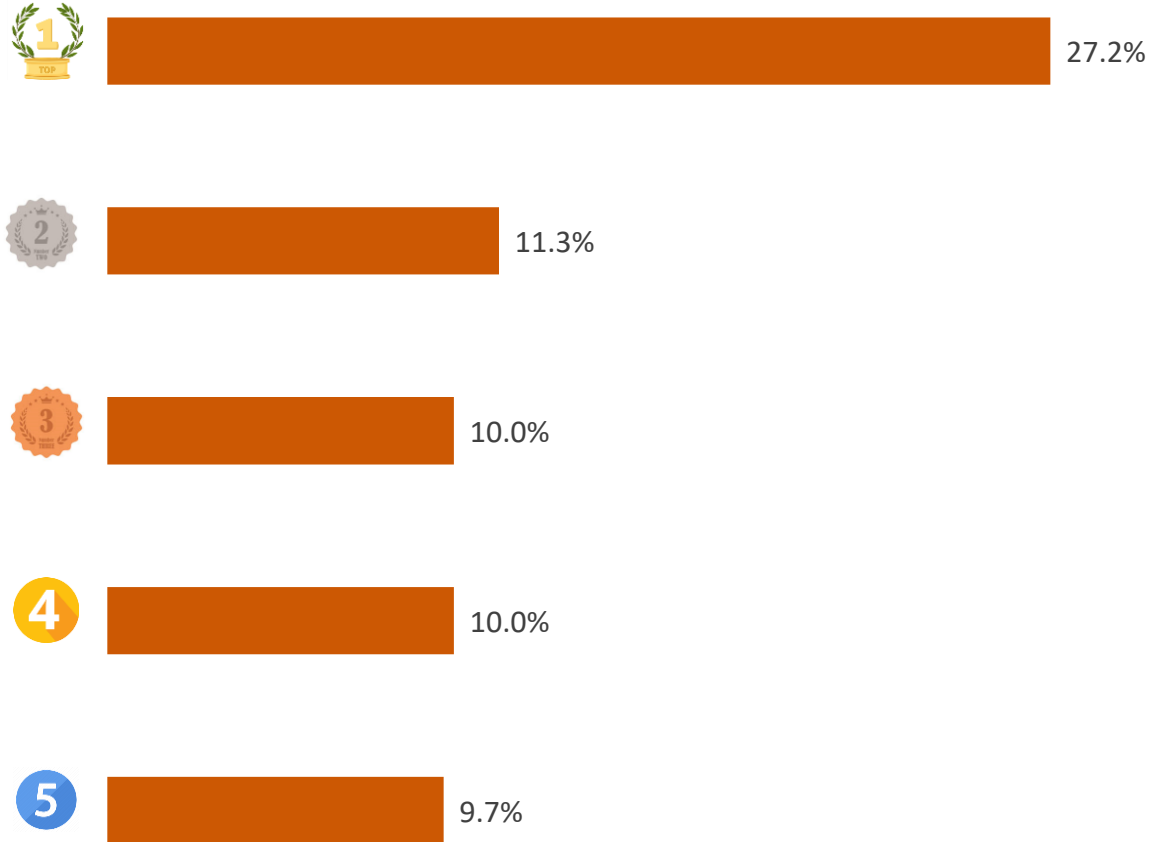
## COFFEE chưa rang chưa khử cafein

The average export price in Jul-2024 is **4.966** USD/ton; Increase **9%** compared to the previous month; and Increase **95.2%** compared to the same month of 2023.

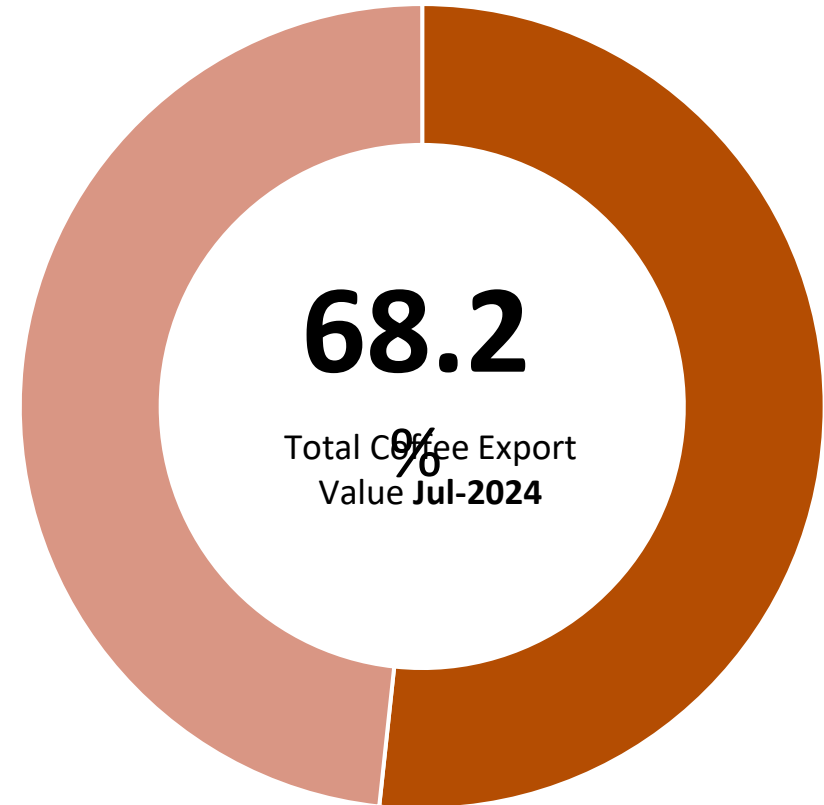


# COFFEE

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



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





### **Demand for Robusta Coffee in Japan Increases**

Mr. Taisuke Horie, a coffee trader at the Japanese Marubeni company, stated that the consumption demand for some types of cheaper coffee beans is rising. Some major importers have shifted to Robusta coffee due to its lower price compared to Arabica. Although the global supply of Arabica coffee is increasing, because Brazil having a bountiful harvest last year, consumers have not fully returned to Arabica, particularly high-quality washed Arabica beans.

Source: Doanh nghiệp và Kinh doanh (8/2024)

According to a survey conducted in July 2024 in the Japanese market, unsweetened coffee is one of the top three products frequently used by consumers, following green tea and mineral water, with 17.7% of respondents choosing it. The selection rates for green tea and mineral water are 42.5% and 36.6%, respectively.

Source: Statista.com (8/2024)

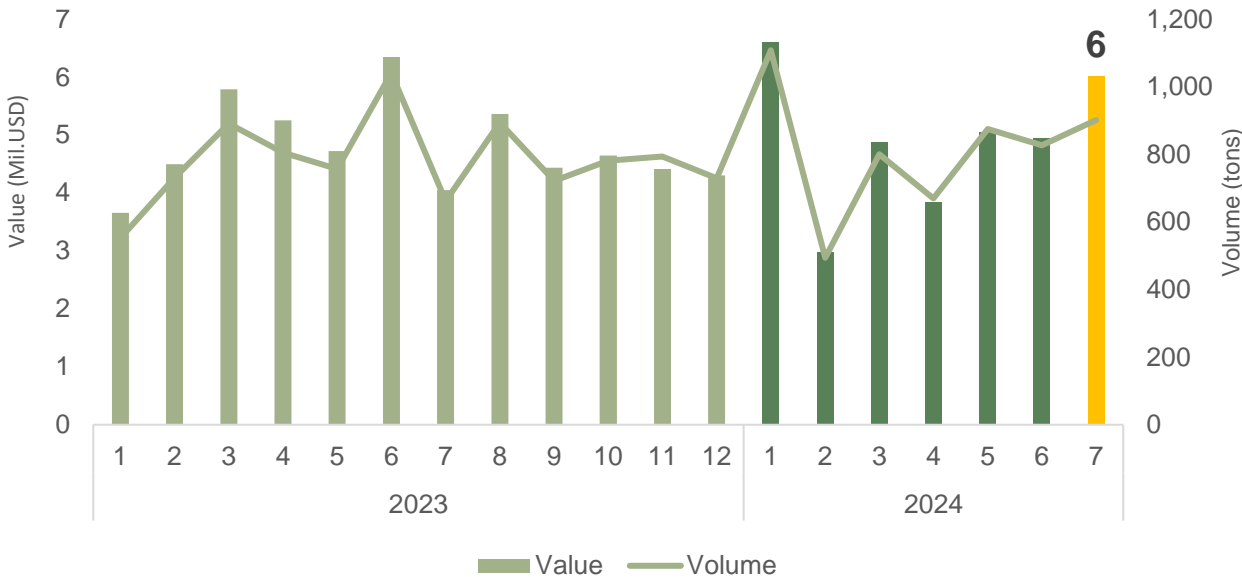




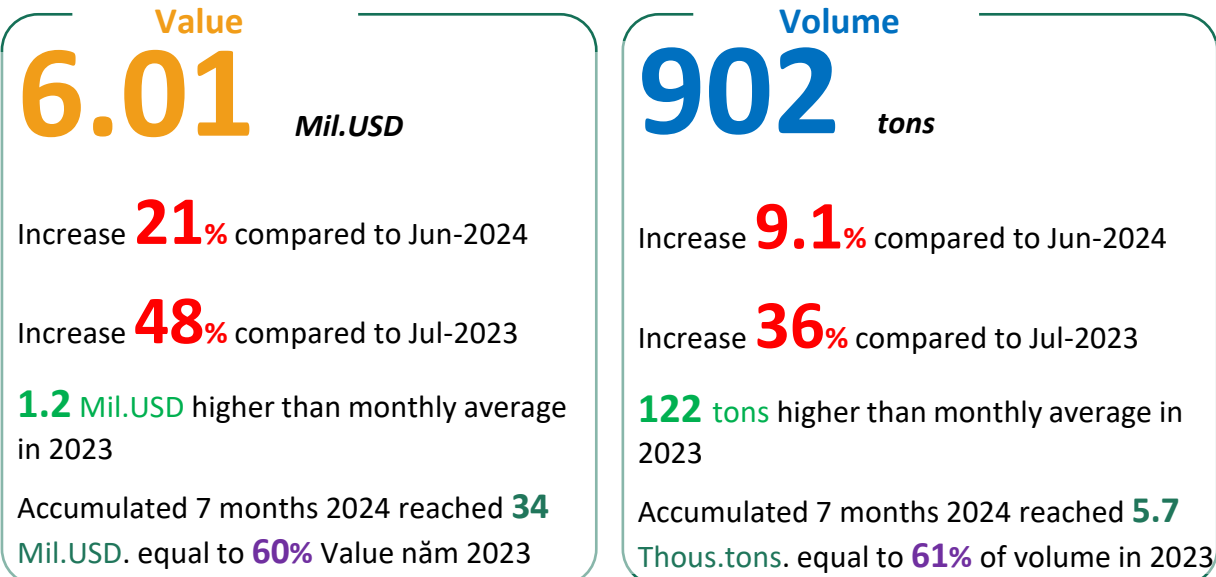


# CASHEW NUTS

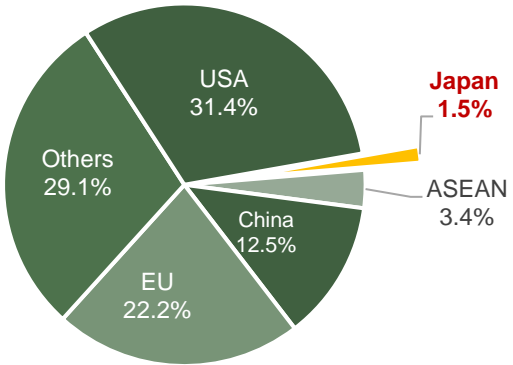
Volume và Export value to Japan, Jul-2024



Export results to Japan, Jul-2024



Percentage of export value to Japan, Jul-2024



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

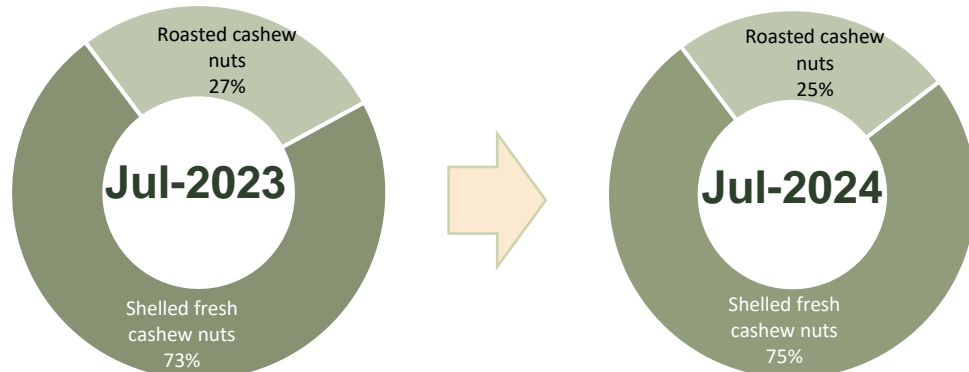


Source: Calculated from data of the General Department of Customs

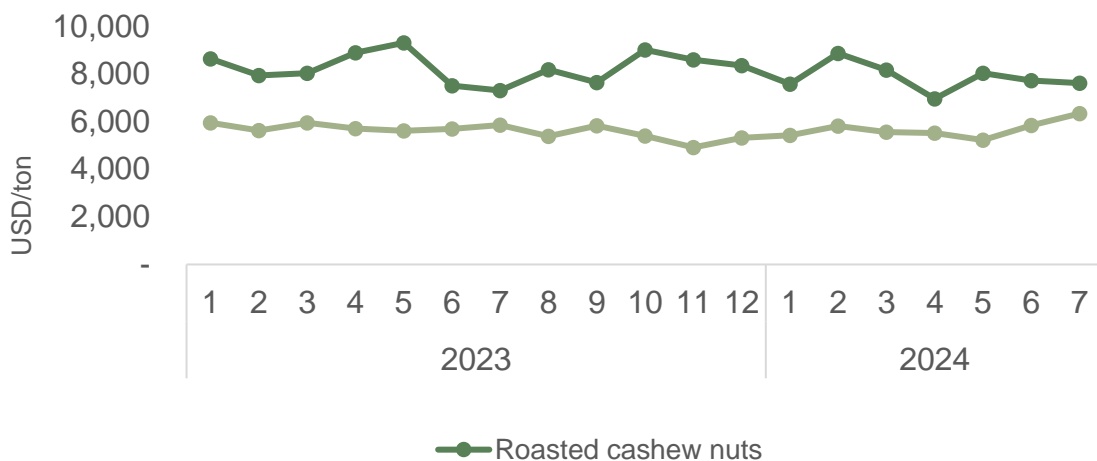


# CASHEW NUTS

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



## Average export price to Japan, Jul-2024



## Export results to Japan, Jul-2024



### Shelled fresh cashew nuts

Value: **4.52** Mil.USD

Increase **14%** compared to Jun-2024

Increase **53%** compared to Jul-2023



### Roasted cashew nuts

Value: **1.49** Mil.USD

Increase **50%** compared to Jun-2024

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

### Shelled fresh cashew nuts

The average export price in Jul-2024 is **6.338** USD/ton; Increase **8.6%** compared to the previous month; and Increase **8.3%** compared to the same month of 2023.

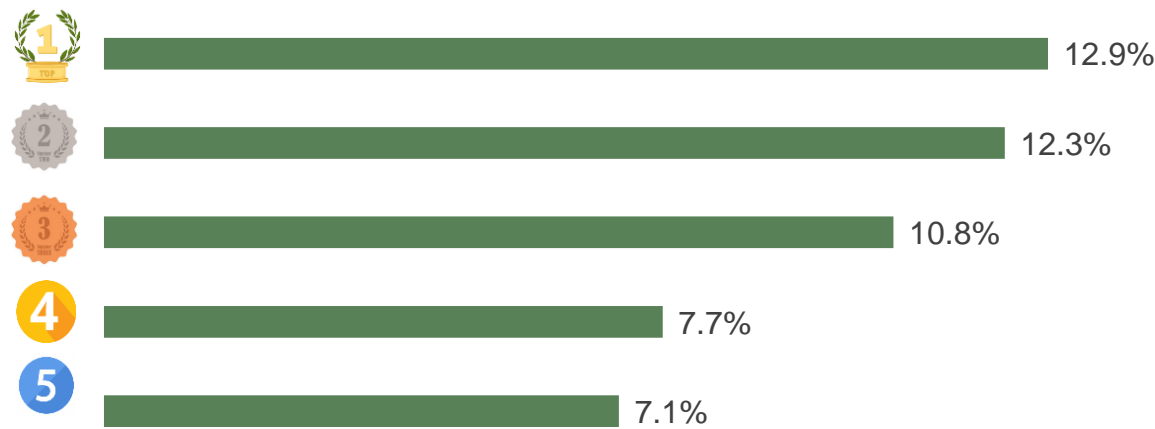
### Roasted cashew nuts

The average export price in Jul-2024 is **7.723** USD/ton; Decrease **1.4%** compared to the previous month; and Increase **4.2%** compared to the same month of 2023.

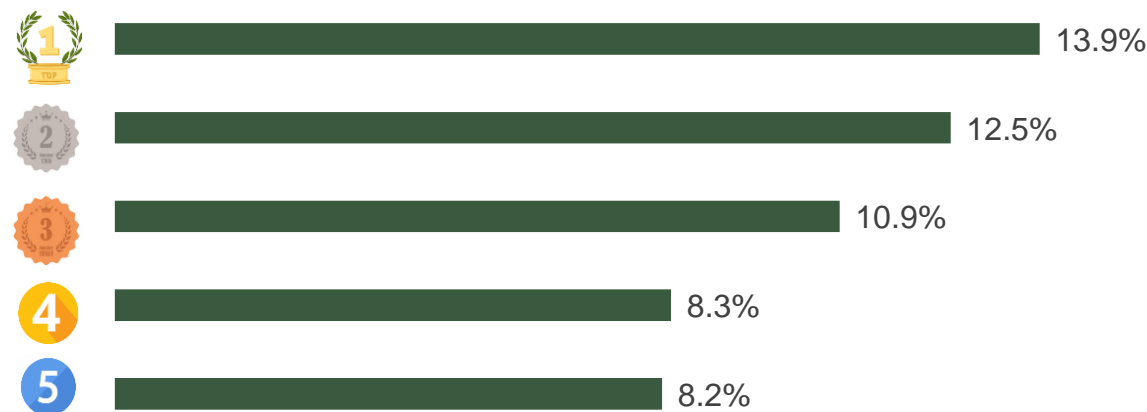


# CASHEW NUTS

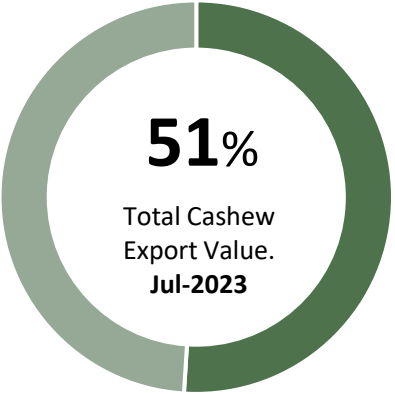
TOP 5 export enterprises by value to Japan, Jul-2024



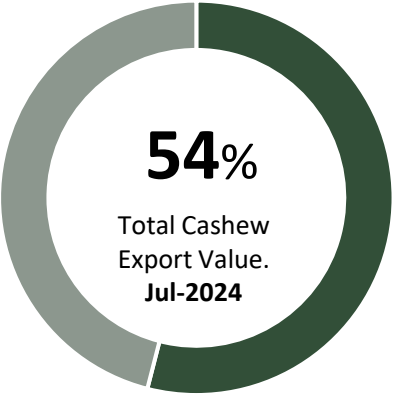
TOP 5 export enterprises by volume to Japan, Jul-2024



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



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



Source: Calculated from data of the General Department of Customs



# CASHEW NUTS

## SPOTLIGHTS



In the first half of 2024, Japan's cashew nut imports reached 19,820 tons, valued at 119.8 million USD, increasing 1.7% in volume but decreasing 11.1% in value compared to the same period last year.

Japan primarily imports cashew nuts from China and Vietnam, each accounting for 32.2% of the total import value, followed by India at 15%, Thailand at 4.6%, and Italy at 2.4%

*Source: ITC*





# WOOD & WOODEN PRODUCTS

## Export value to Japan, Jul-2024



## Export results to Japan, Jul-2024



**163.5**  
Mil.USD

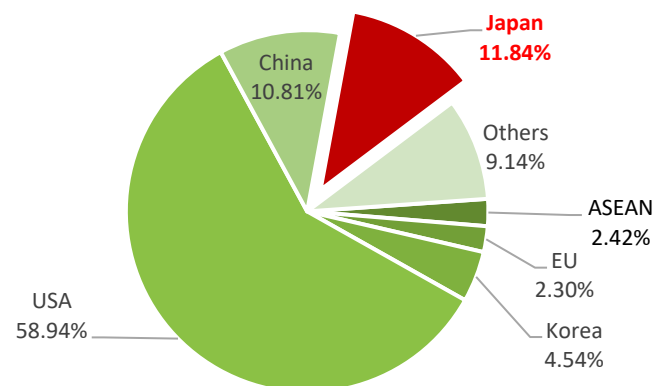
➤ Increase **36.7%** compared to Jun-2024

➤ Increase **24.0%** compared to Jul-2023

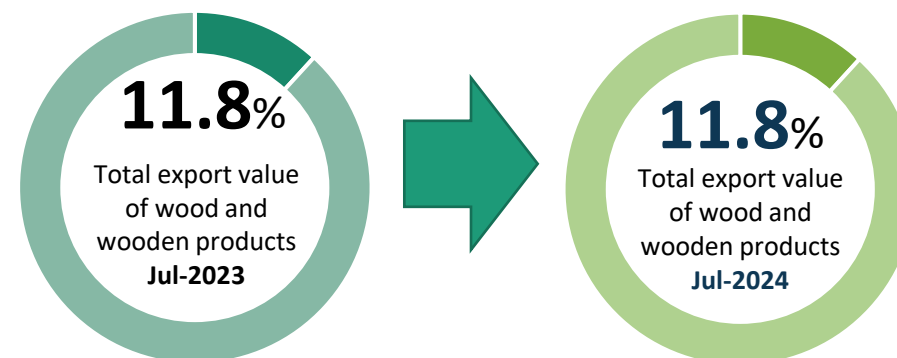
➤ **23.6 Mil.USD** higher than monthly average in 2023

❖ Accumulated 7 months 2024 reached **959.7** Mil.USD. equal to **57.2%** of value in 2023

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



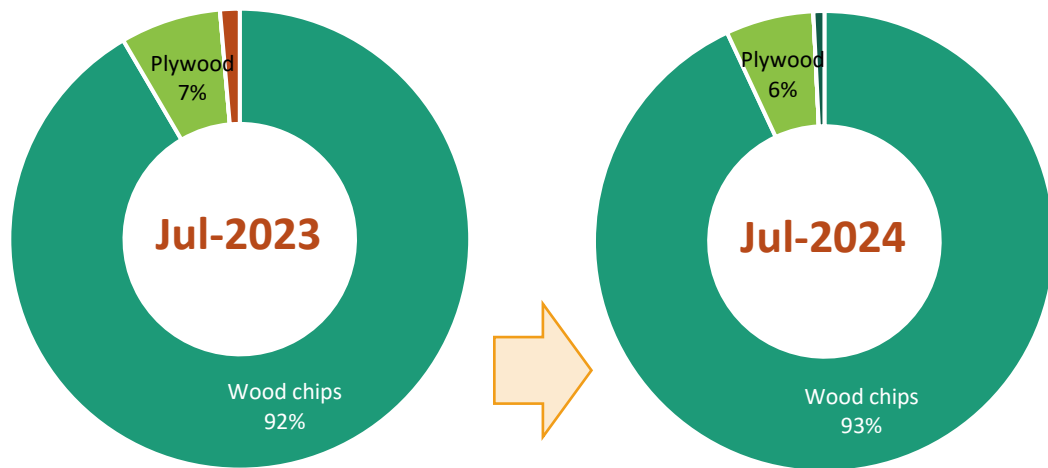
## Changes in percentage of export results to Japan, Jul-2024





# WOOD & WOODEN PRODUCTS

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



## Export results to Japan, Jul-2024



### Wood chips

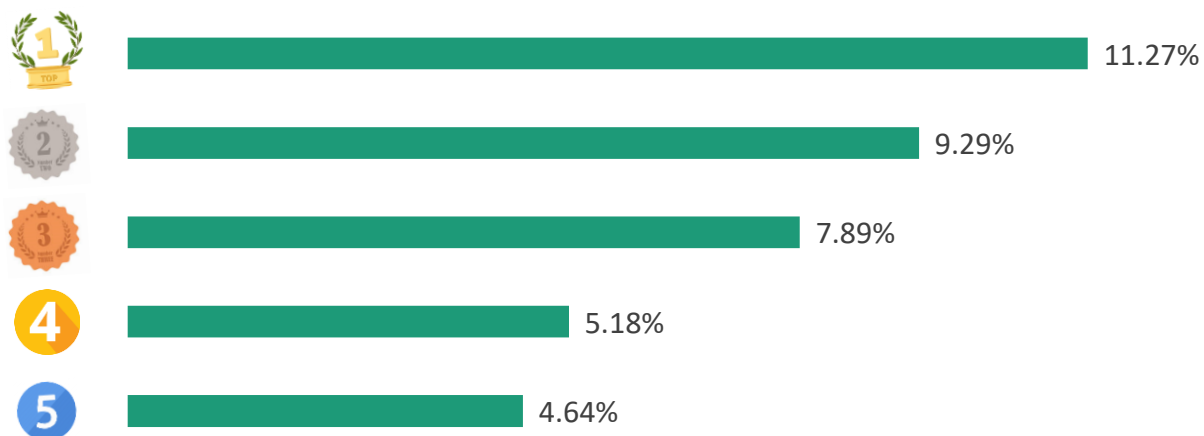
Value: **110.3** Mil.USD  
Increase **51%** compared to Jun-2024  
Increase **36%** compared to Jul-2023



### Plywood

Value: **7.3** Mil.USD  
Increase **22%** compared to Jun-2024  
Increase **16%** compared to Jul-2023

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



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





# WOOD & WOODEN PRODUCTS

## SPOTLIGHTS



In June 2024, Japan's imports of assembled wooden flooring (HS441871-79) experienced a slight increase compared to the previous month. China remains the primary supplier, accounting for 70% of the market, followed by Vietnam with 15%. In June 2024, HS441875 assembled wooden flooring made up 76% of the total import value.

In June 2024, Japan's imports of plywood (HS441210-39) was about 121,846 cubic meters, marking a 12% increase compared to the previous month and a 25% increase compared to June 2023. The main suppliers of plywood to Japan are Indonesia, Malaysia, Vietnam, and China, accounting for over 90% of the total plywood import volume.

Source: ITTO

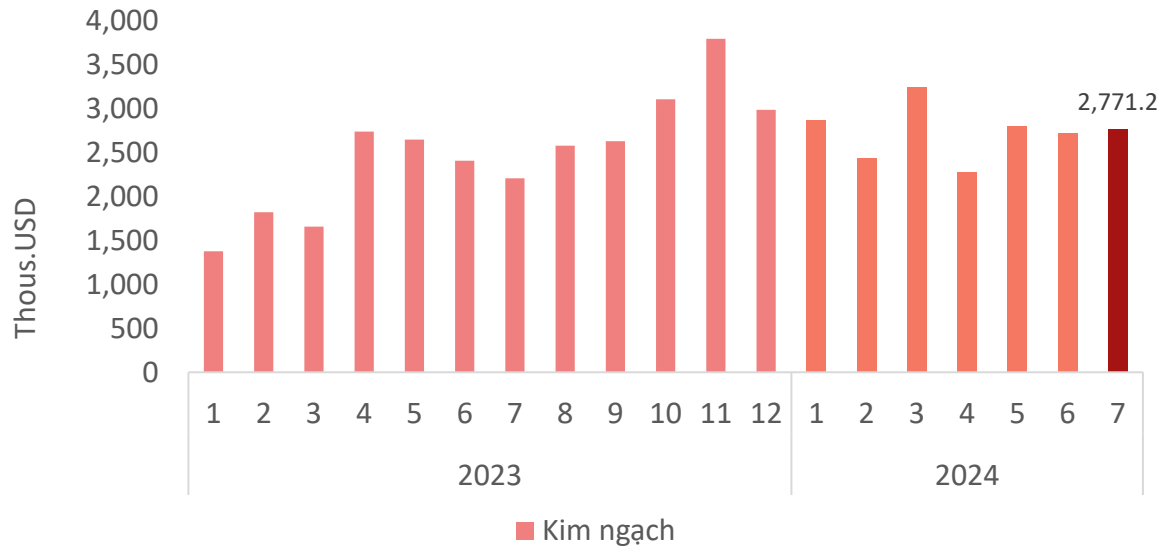




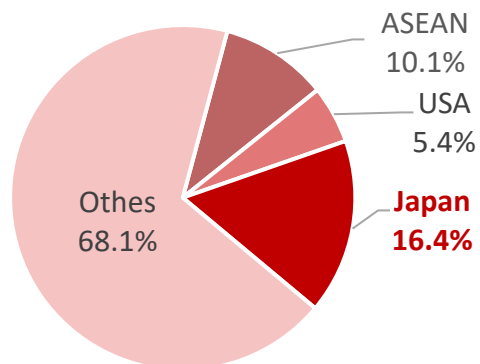


# MEAT AND MEAT PRODUCTS (EXPORT)

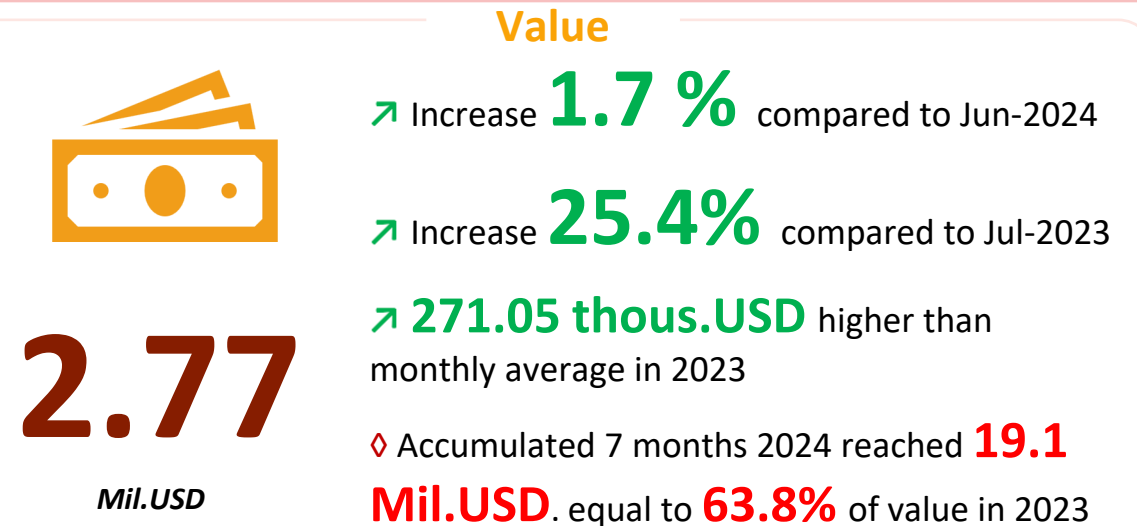
## Export value to Japan, Jul-2024



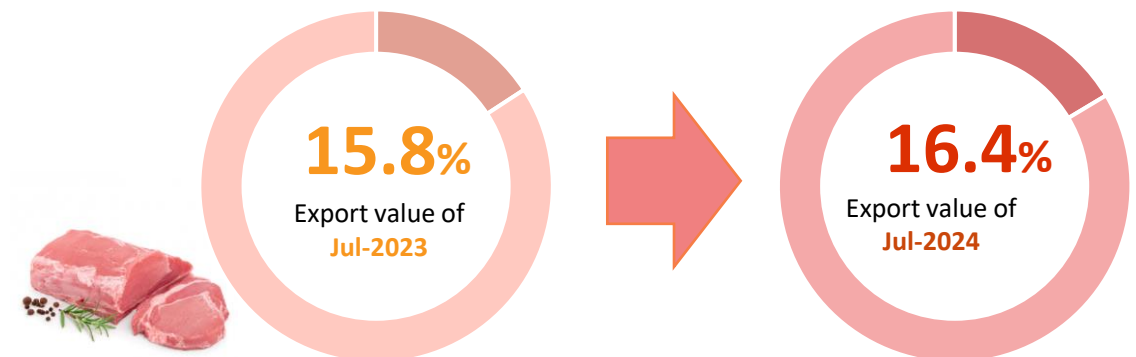
## Percentage of export value to Japan, Jul-2024



## Export results to Japan, Jul-2024



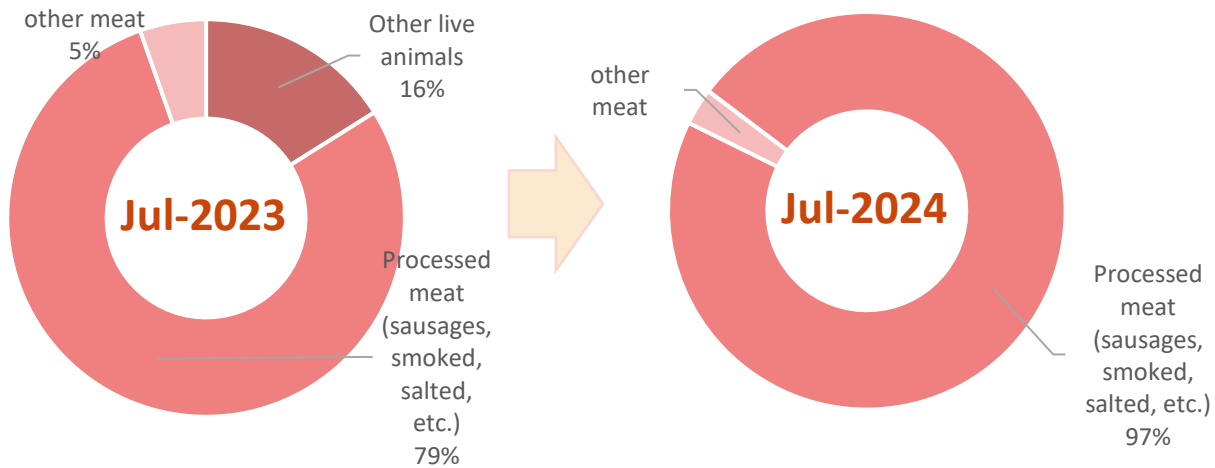
## Changes in percentage of export results to Japan, Jul-2024





# MEAT AND MEAT PRODUCTS (EXPORT)

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



## Export results to Japan, Jul-2024



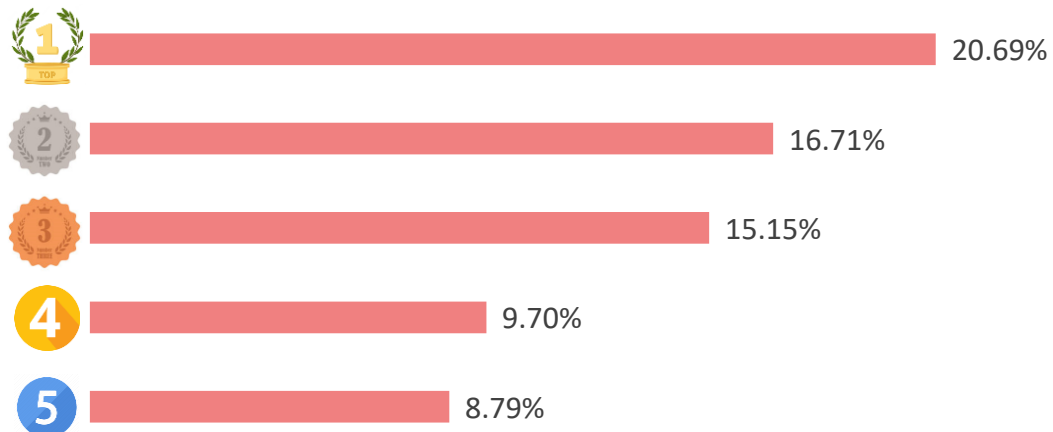
### Processed meat (sausages, smoked, salted, etc.)

Value: **2.69** Mil.USD

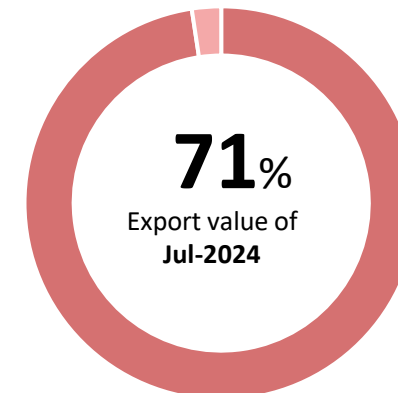
Increase **0.3%** compared to Jun-2024

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

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



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





# MEAT AND MEAT PRODUCTS (EXPORT)

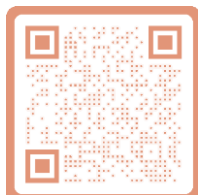
## SPOTLIGHTS



The price of imported beef from the United States has surged in Japan. This increase is primarily due to the depreciation of the Japanese Yen against the US Dollar, reducing beef supply from US farmers, and strong competition from other countries such as South Korea and Mexico. The rising cost of imported beef has posed significant challenges for traders and restaurants.

In response, Japan is working to diversify its beef supply sources from other countries. However, ensuring the necessary quantity remains a major challenge. Previously, imported beef prices were reasonable, but they have now become too expensive for average-income consumers.

*Source: Tridge*





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](mailto:thongtinhitruong@ipsard.gov.vn); [info@agro.gov.vn](mailto:info@agro.gov.vn)

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

