

Volume: Feb-2025

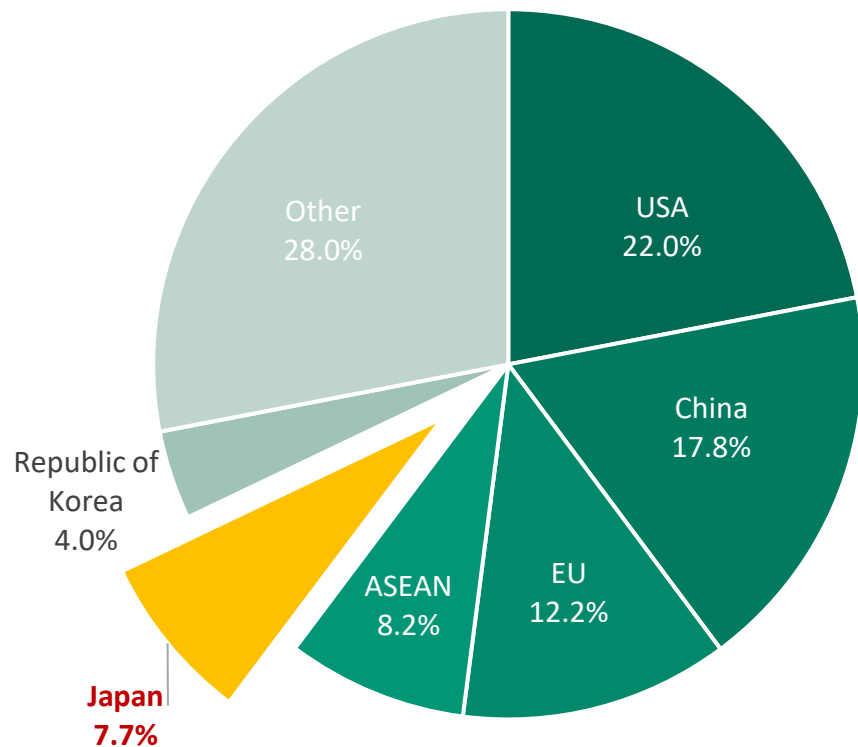
MONTHLY REPORT ON
AGRI-PRODUCT EXPORT

**FROM VIETNAM TO
JAPAN MARKET**



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

Share of AFF product export to Japan in Jan-2025

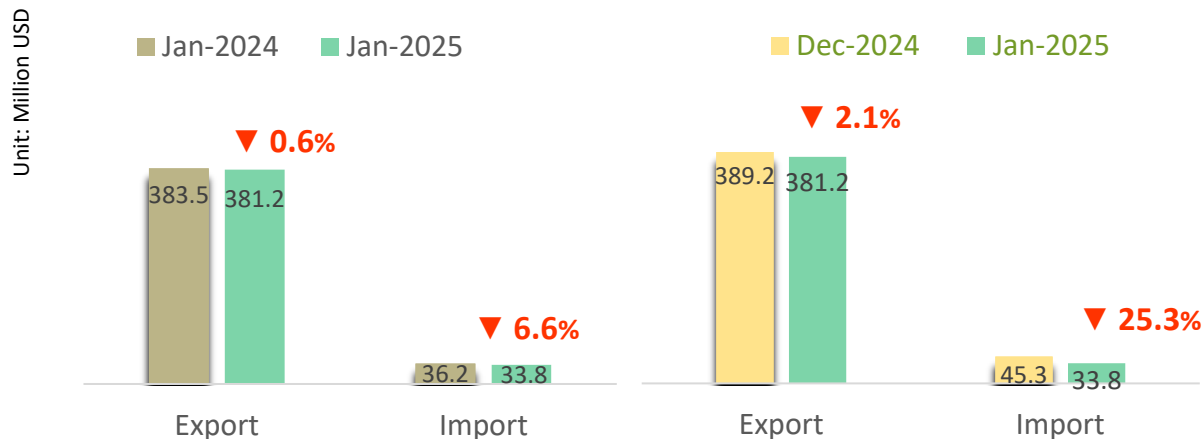


Changes in the share of AFF product export to Japan in Jan-2025 compared to Dec-2024 and Jan-2024

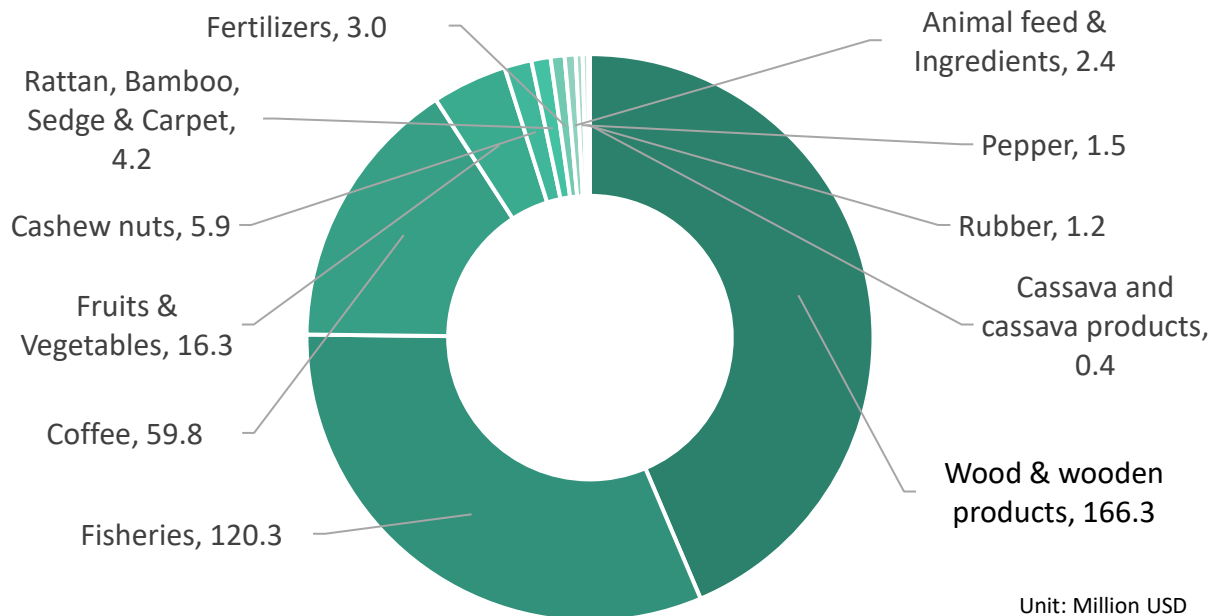
| Market | Export value (million USD) | Compared to Dec-2024 | Compared to Jan-2024 |
|---------------------|----------------------------|----------------------|----------------------|
| USA | 1,093.94 | ▼ 0.4% | ▲ 0.5% |
| China | 887.75 | ▼ 3.3% | ▼ 3.2% |
| EU | 609.58 | ▲ 2.4% | ▲ 2.3% |
| ASEAN | 408.65 | ▼ 1.3% | ▼ 1.7% |
| Japan | 381.24 | ▲ 0.9% | ▲ 0.5% |
| Republic of Korea | 201.62 | ▲ 0.2% | ▲ 0.2% |
| Total export | 4,978.74 | | |

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

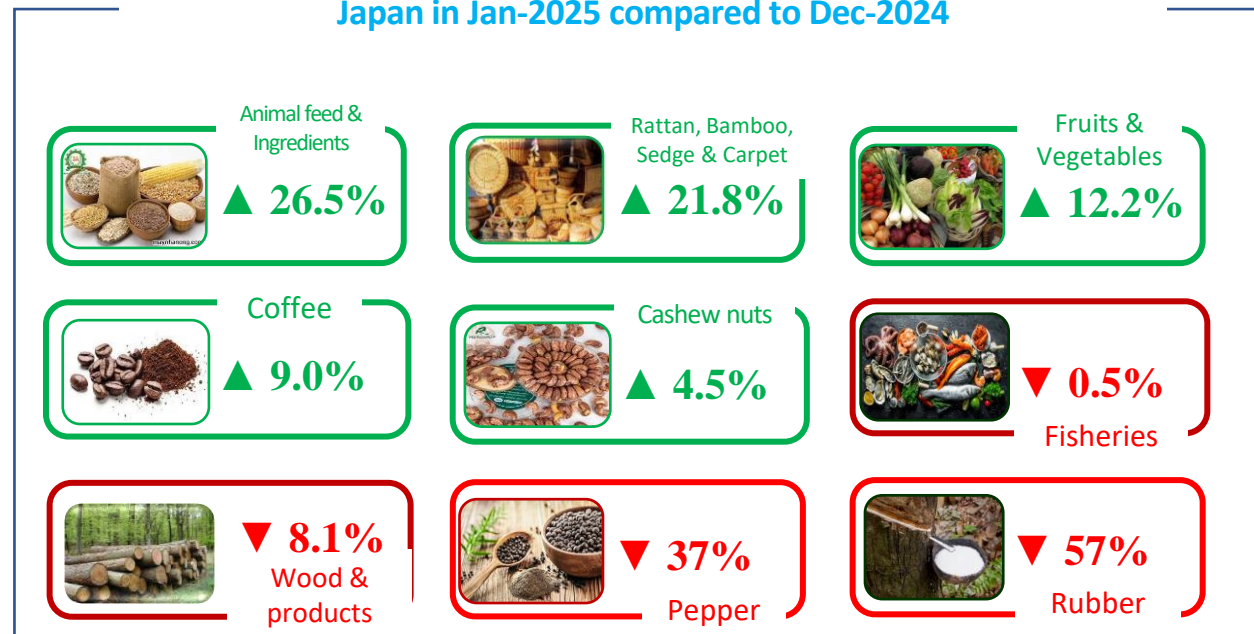
AFF product import-export turnover between Viet Nam and Japan, Jan-2025



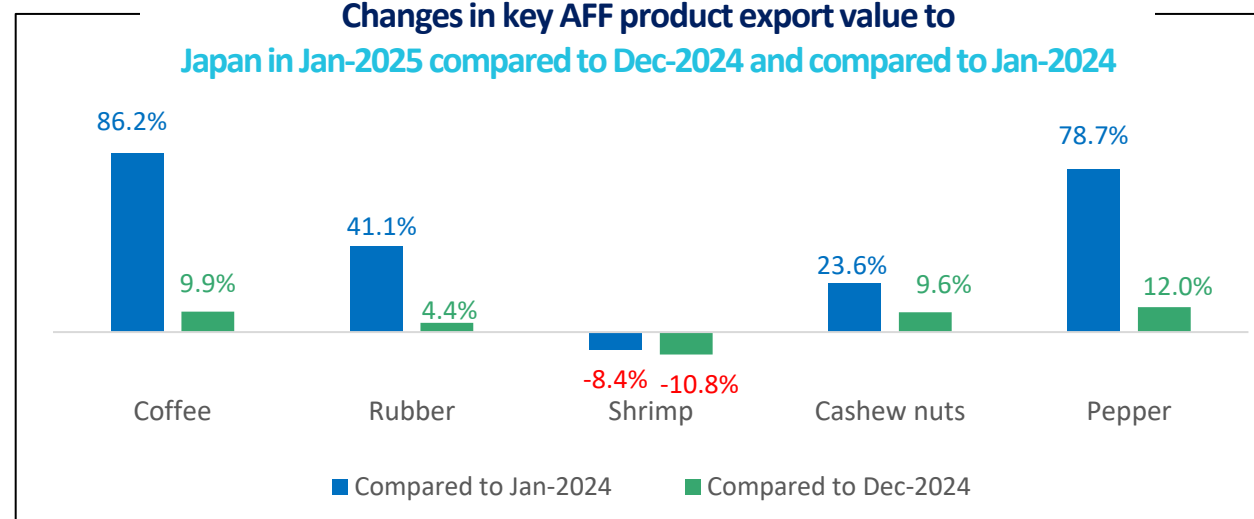
Key AFF product export value to Japan, Jan-2025



Changes in key AFF product export value to Japan in Jan-2025 compared to Dec-2024



Changes in key AFF product export value to Japan in Jan-2025 compared to Dec-2024 and compared to Jan-2024



Japan's economy grows faster than expected in Q4 2024

On February 17, the Cabinet Office of Japan announced that the Gross Domestic Product (GDP) grew by 2.8% in Q4 2024, significantly surpassing the 1% growth forecasted by economists.

In Q4 2024, private sector capital investment increased by 0.5%, lower than the projected 1% but reversing the previous quarter's negative growth. Private consumption grew by 0.1% in Q4, lower than the 0.7% increase in Q3.

Net external demand (exports minus imports) contributed 0.7% to GDP growth due to a decline in imports.

Japan's Minister of Economy warned that consumer confidence might decline due to rising prices of food and essential goods. Additionally, the unpredictable tariff policies of the U.S. President Donald Trump could disrupt global trade and negatively impact Japan, a country heavily reliant on exports to the United States.



Source: vneconomy.vn

Rice prices in Japan surge nearly 90% compared to the same period last year

Japan's Ministry of Agriculture announced that in the first week of February, the retail price of a 5kg rice bag at supermarkets reached 3,829 yen (approximately 25.22 USD), an increase of nearly 90% compared to the same period last year.

The Japonica Koshihikari the most popular rice variety in Japan is facing the risk of disappearance due to climate change. In Niigata Prefecture, one

of Japan's key rice-growing regions, the 2024 harvest has been severely affected, with only 5% of production met commercial standards, compared to 80% as usual.

Japan is currently experiencing a severe rice shortage so that the government releases 210,000 tons of rice from emergency reserves to stabilize prices. The rice market has been also impacted by consumer stockpiling due to concerns over natural disasters and supply crises.



Source: tuoitre.vn



Japan will reduce Greenhouse Gas Emissions by 60% by 2035

On February 18, the Japanese government approved a new basic energy plan, emphasizing the goal of reducing greenhouse gas emissions by 60% by 2035 and 73% by 2040.

Nuclear energy will account for approximately 20% of Japan's total energy production by 2040, nearly matching the 2030 target of 20-22%. This marks a shift from the government's

previous commitment to minimizing reliance on nuclear power following the Fukushima nuclear disaster in 2011.

According to the plan, renewable energy sources will account about 40-50% of total energy production in the fiscal year 2040, nearly double the 22.9% recorded in 2023.



Source: nhandan.vn

UNDP and the Japanese Government Collaborate to Promote Innovation Ecosystem in Vietnam

On February 27, in Hanoi, the United Nations Development Programme (UNDP) and the Embassy of Japan signed an agreement to launch "Enhancing the Innovation Support Capacity of the National Innovation Center" initiative.

The initiative aims to strengthen the innovation ecosystem, enhance the position of Vietnamese enterprises-especially startups-improve competitiveness, address social challenges, and contribute to sustainable and inclusive economic growth. This initiative supports Vietnam's goal of becoming a developed country by 2045.



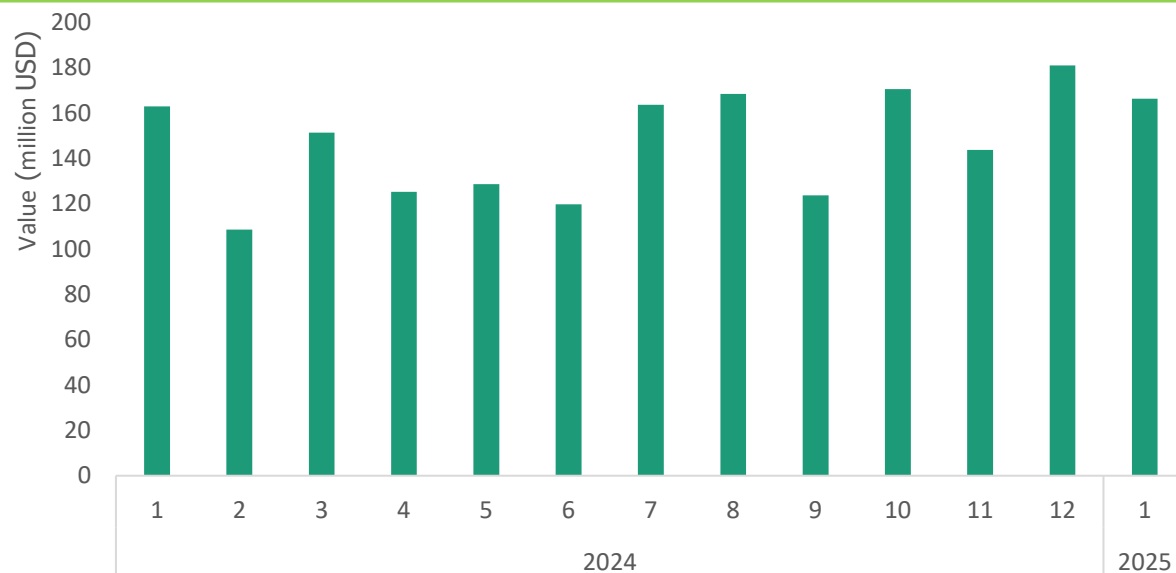
Source: daibieunhandan.vn





WOOD AND WOODEN PRODUCTS

Export value to Japan, Jan-2025



Export results to Japan, Jan-2025

VALUE



166

million USD

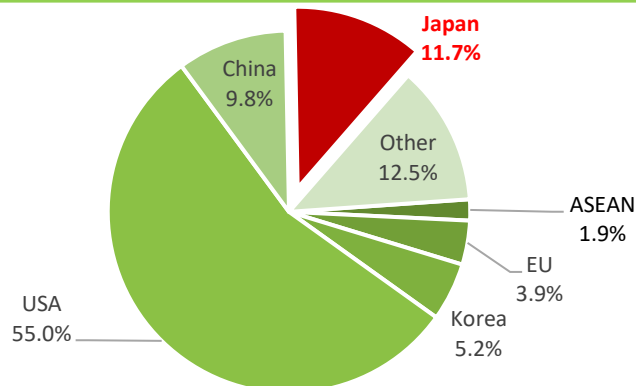
↘ Decrease **8.1%** compared to Dec-2024

↗ Increase **2.1%** compared to Jan-2024

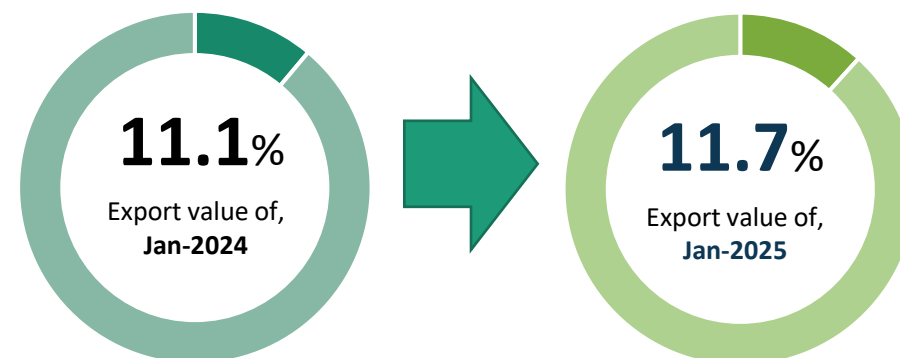
↑ **20.7 million USD** more than the monthly average rate in 2024

❖ Export value in Jan-2025 reached **166.3** million USD, **9.5%** of total 2024

Percentage of export value to Japan, Jan-2025



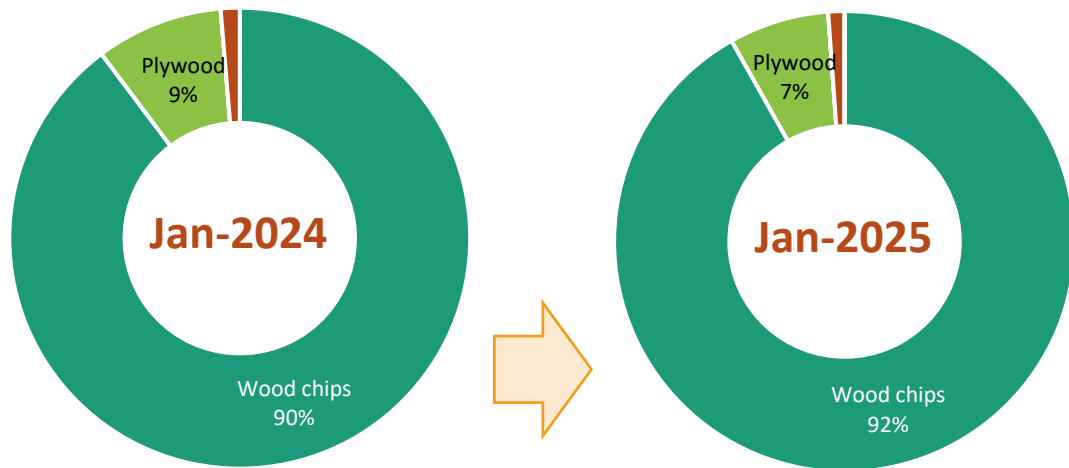
Changes in percentage of export value to Japan, Jan-2025





WOOD AND WOODEN PRODUCTS

Structure of exports by products to Japan, Jan-2025



Export results to Japan, Jan-2025



Wood chips

Value: **111** million USD
 Decrease **12%** compared to Dec-2024
 Increase **14%** compared to Jan-2024



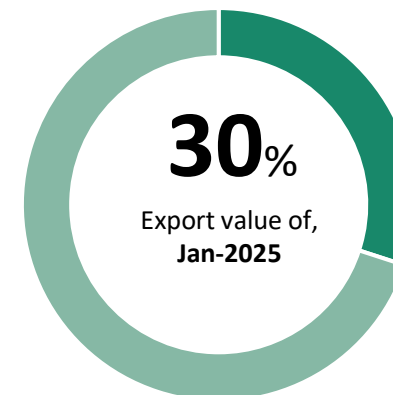
Plywood

Value: **8.5** million USD
 Decrease **8%** compared to Dec-2024
 Decrease **12%** compared to Jan-2024

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



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



WOOD AND WOODEN PRODUCTS



SPOTLIGHTS

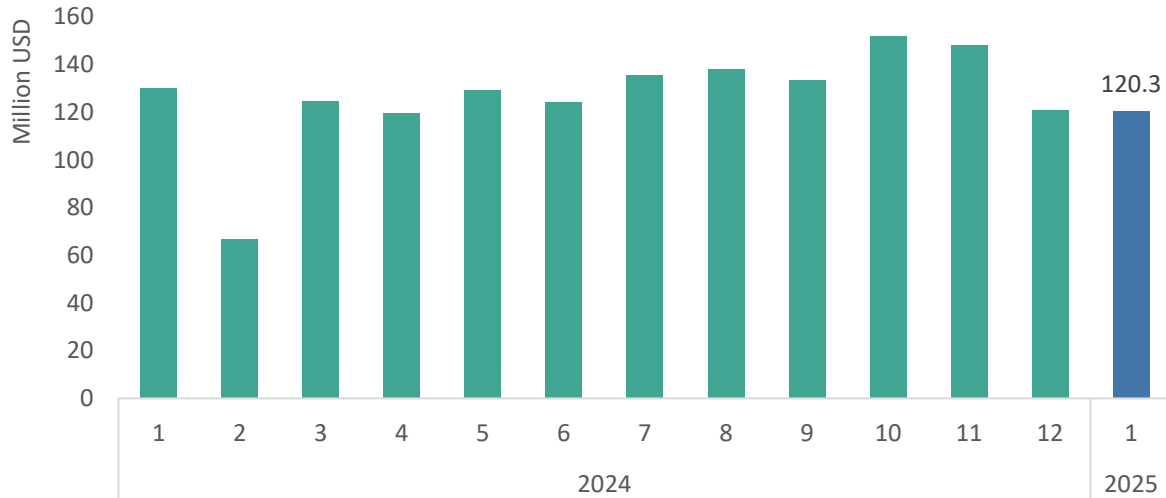
In November 2024, the import value of assembled wooden flooring (HS441871-79) in Japan increased by 30% compared to the previous month, thanks to the strengthening of the Yen, which lowered import prices compared to the first half of the last year. The largest imported product was multilayered wooden flooring (HS441875), accounting for 64% of the total import value. For multilayered wooden flooring (HS441875), China was the main supplier, accounting for 65% of total imports. Vietnam ranked second with 26%, followed by Malaysia and Indonesia.

In November 2024, Japan imported 126,020 m³ of plywood (HS441210-39), a slight increase from 122,810 m³ in October 2024 and almost unchanged compared to the same period in 2023. Malaysia and Indonesia were the two main suppliers of plywood to Japan, accounting for nearly 80% of the total import volume in November 2024, followed by Vietnam and China.



FISHERIES

Export value to Japan, Jan-2025



Export results to Japan, Jan-2025

VALUE

120.3

million USD

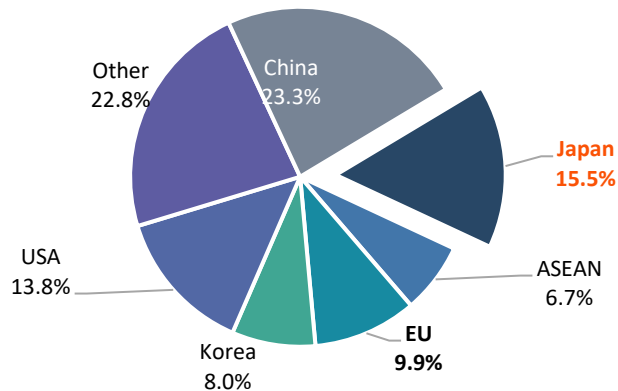
↘ Decrease **0.5%** compared to Dec-2024

↘ Decrease **7.6%** compared to Jan-2024

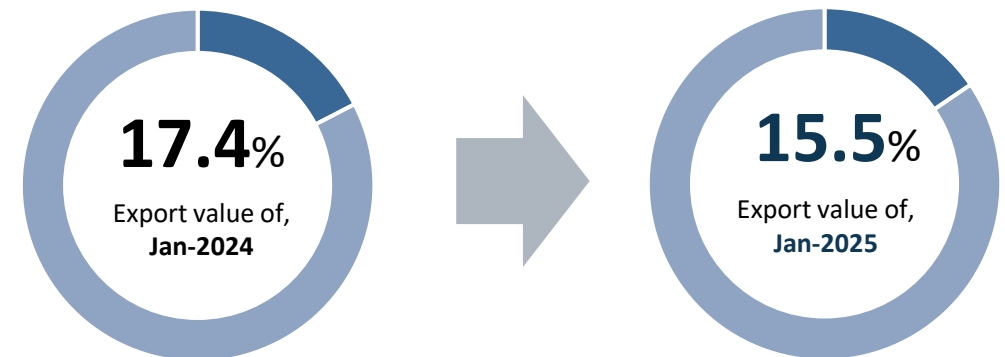
▼ **6.6** million USD less than the monthly average rate in 2024

❖ Export value in Jan-2025 reached **120.3** million USD, **7.9%** of total 2024

Percentage of export value to Japan, Jan-2025



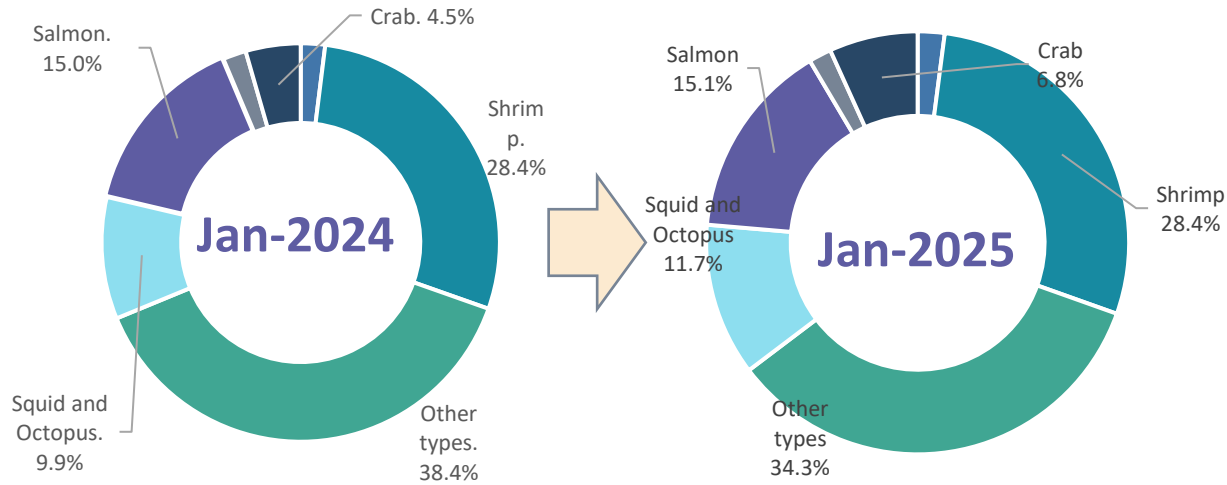
Changes in percentage of export value to Japan, Jan-2025





FISHERIES

Structure of exports by products to Japan, Jan-2025



Export results to Japan, Jan-2025



Salmon

Value: **18.2** million USD
 Increase **5.8%** compared to Dec-2024
 Decrease **6.8%** compared to Jan-2024



Shrimp

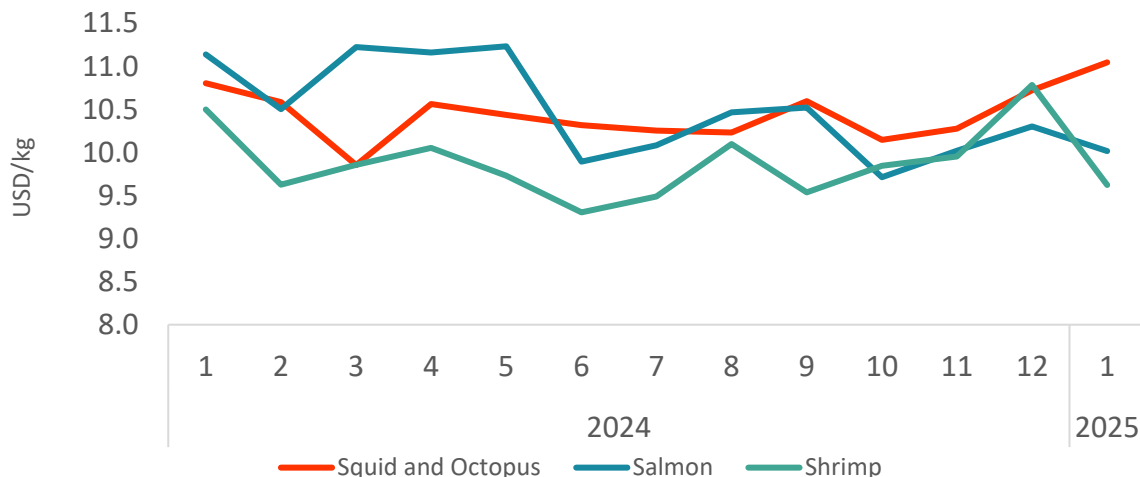
Value: **34.2** million USD
 Decrease **18.6%** compared to Dec-2024
 Decrease **7.8%** compared to Jan-2024



Squid and Octopus

Value: **14.0** million USD
 Increase **38.6%** compared to Dec-2024
 Increase **8.9%** compared to Jan-2024

Average export fisheries price to Japan, Jan-2025



Squid and Octopus

The average export price in Jan-2025 is **11.0** USD/kg; **increase 3.0%** compared to previous month; and **decrease 2.2%** compared to the same month of 2024.

Salmon

The average export price in Jan-2025 is **10.0** USD/kg; **decrease 2.7%** compared to previous month; and **decrease 10.1%** compared to the same month of 2024.

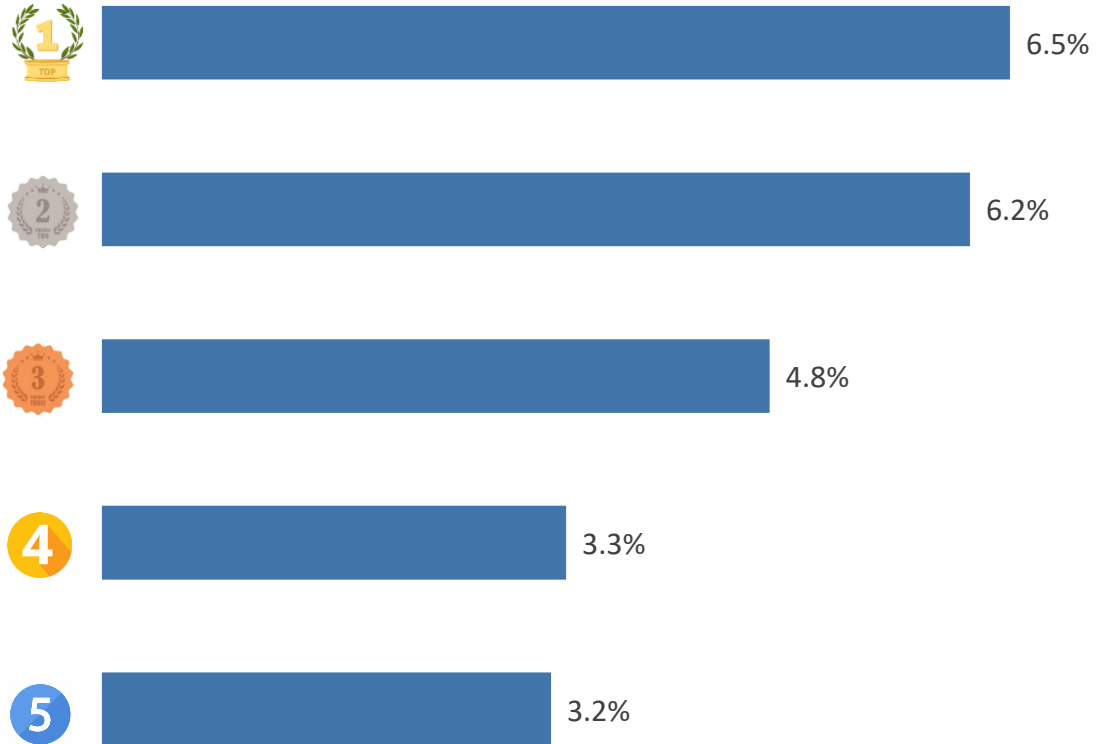
Shrimp

The average export price in Jan-2025 is **9.6** USD/kg; **decrease 10.8%** compared to previous month; and **decrease 8.4%** compared to the same month of 2024.

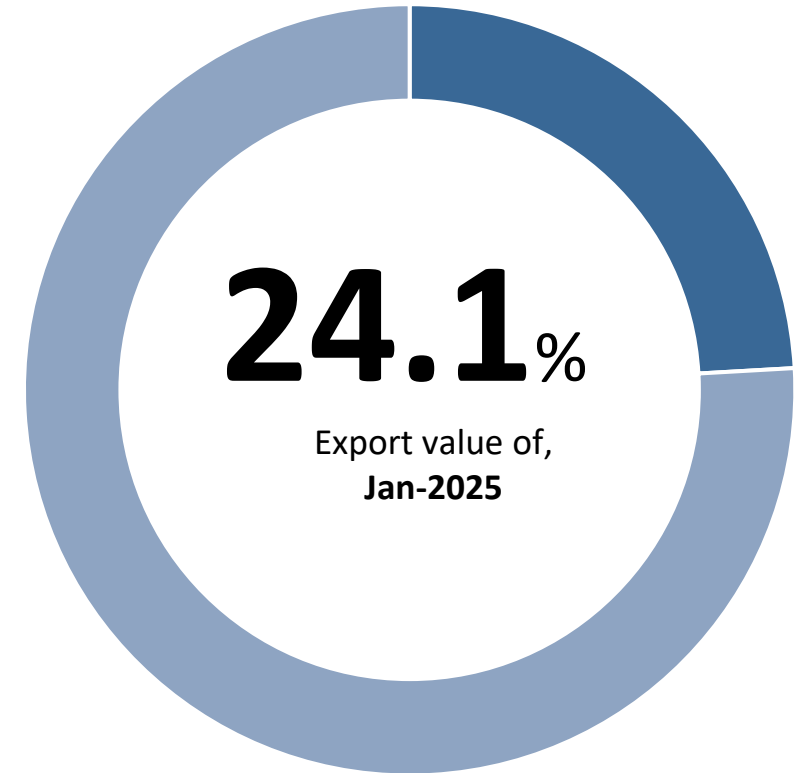


FISHERIES

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



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



Japan's Seafood Exports Decline in 2024

The import ban from China and Hong Kong following the discharge of treated water from the Fukushima nuclear power plant continues to affect Japan's seafood sector. In 2024, the export value of seafood dropped by 6.3% compared to the previous year. However, Japan has made efforts to expand into new markets, particularly in scallop exports, allowing this product to maintain its leading position with a 0.9% increase in export value, reaching 69.5 billion yen (approximately 464 million USD).

Seafood exports to China saw a sharp decline, only 6.1 billion yen (about 41 million USD), less than one-tenth of the 87.1 billion yen (approximately 581 million USD) recorded in 2022. Meanwhile, exports to the United States surged, helping to recover a part of losses from the Chinese market. Japan continues to find alternative markets to maintain sustainable growth in seafood sector despite of trade challenges.



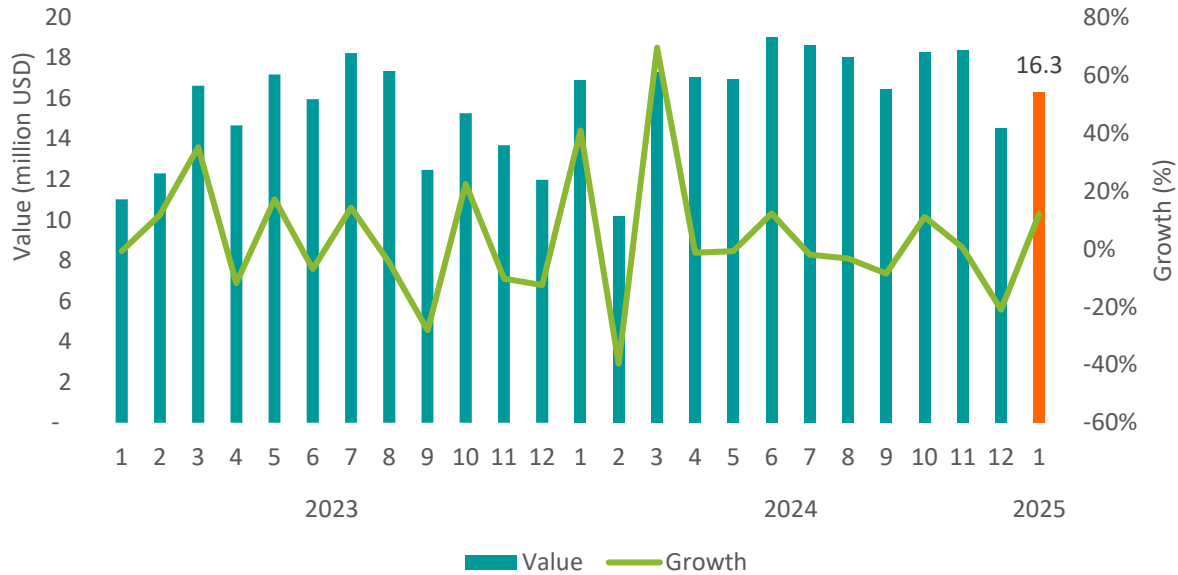
Source: nippon.com (Feb-2025)





FRUITS AND VEGETABLES (EXPORT)

Export value to Japan, Jan-2025



Export results to Japan, Jan-2025

VALUE

16.3

million USD

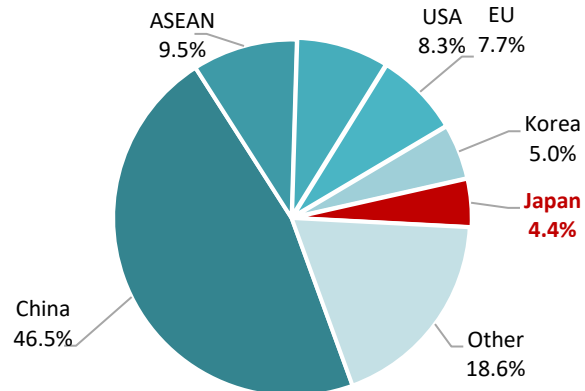
Increase **12.2%** compared to Dec-2024

Decrease **3.4%** compared to Jan-2024

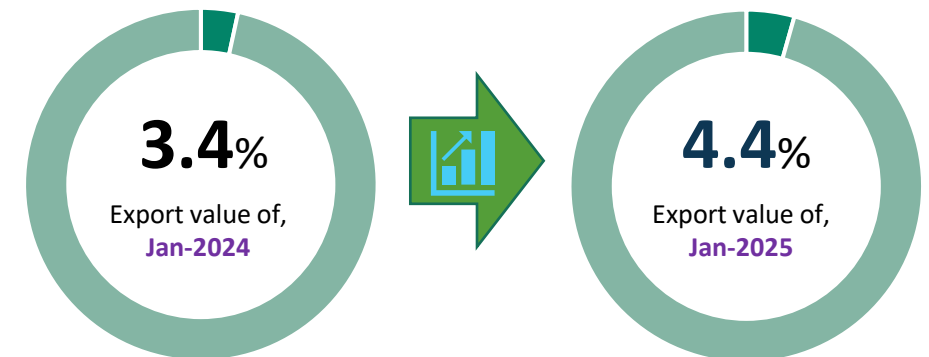
0.64 million USD less than the monthly average rate in 2024

Export value in Jan-2025 reached **16.3 million USD**, **8.0%** of total 2024

Percentage of export value to Japan, Jan-2025



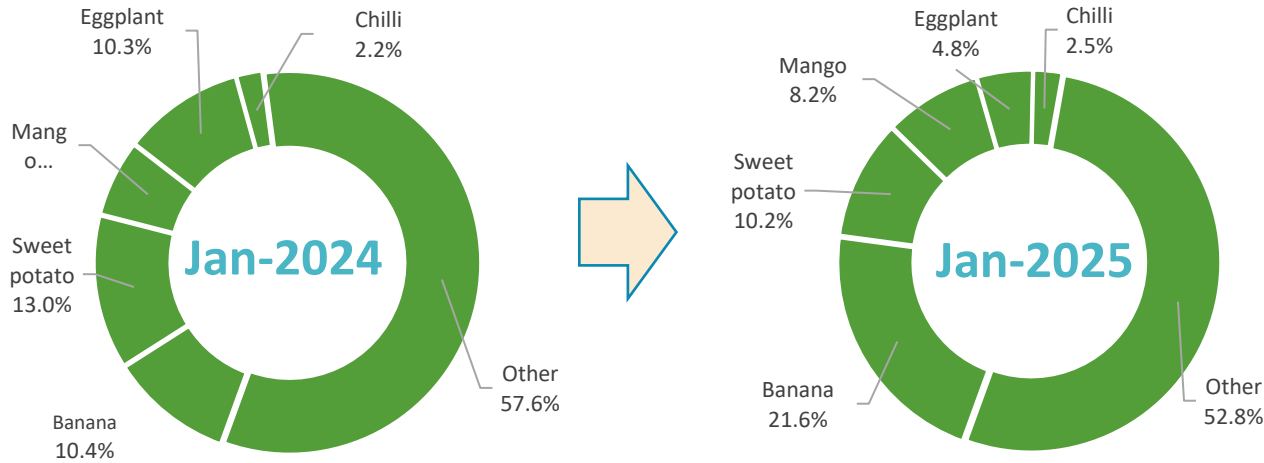
Changes in percentage of export value to Japan, Jan-2025





FRUITS AND VEGETABLES (EXPORT)

Structure of exports by products to Japan, Jan-2025



Export results to Japan, Jan-2025



Banana

Value: **3.5** million USD

Increase **22.4%** compared to Dec-2024

Increase **99.9%** compared to Jan-2024



Sweet potato

Value: **1.7** million USD

Decrease **15.3%** compared to Dec-2024

Decrease **24.4%** compared to Jan-2024



Mango

Value: **1.3** million USD

Increase **20.2%** compared to Dec-2024

Increase **22.9%** compared to Jan-2024



Eggplant

Value: **0.78** million USD

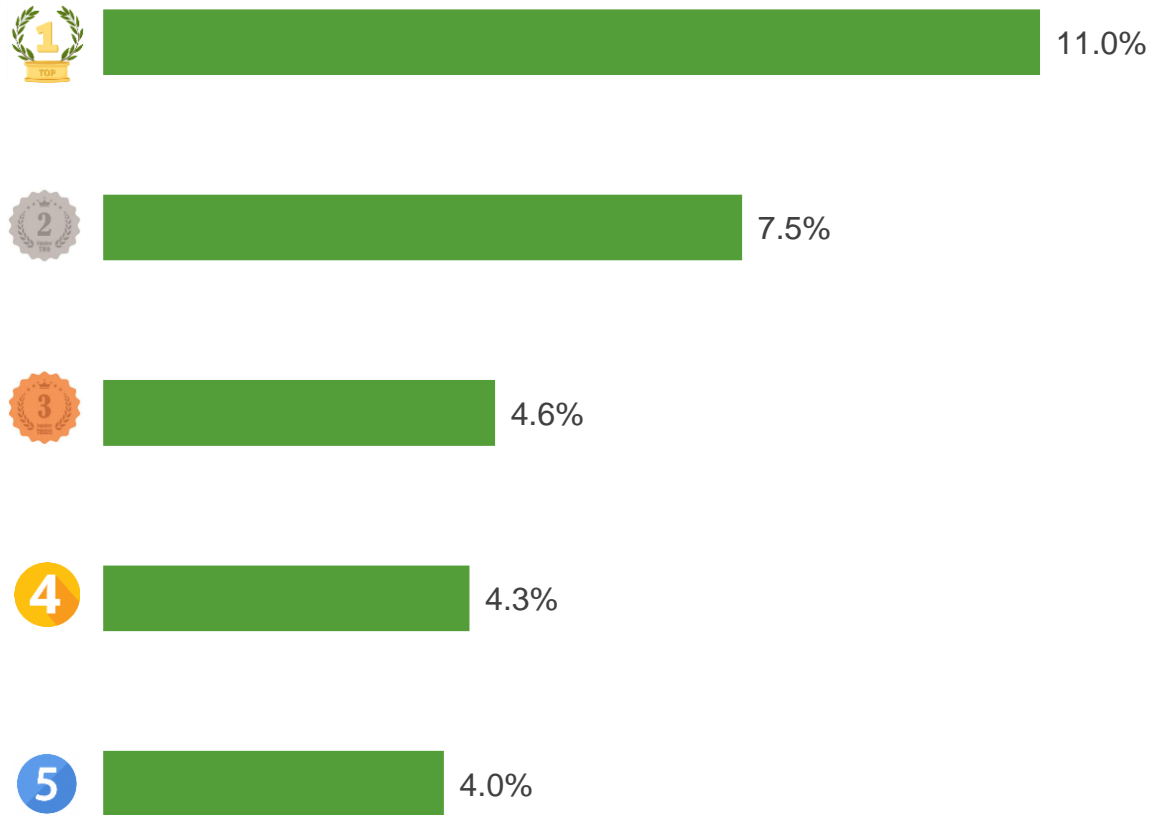
Decrease **41.3%** compared to Dec-2024

Decrease **55.1%** compared to Jan-2024

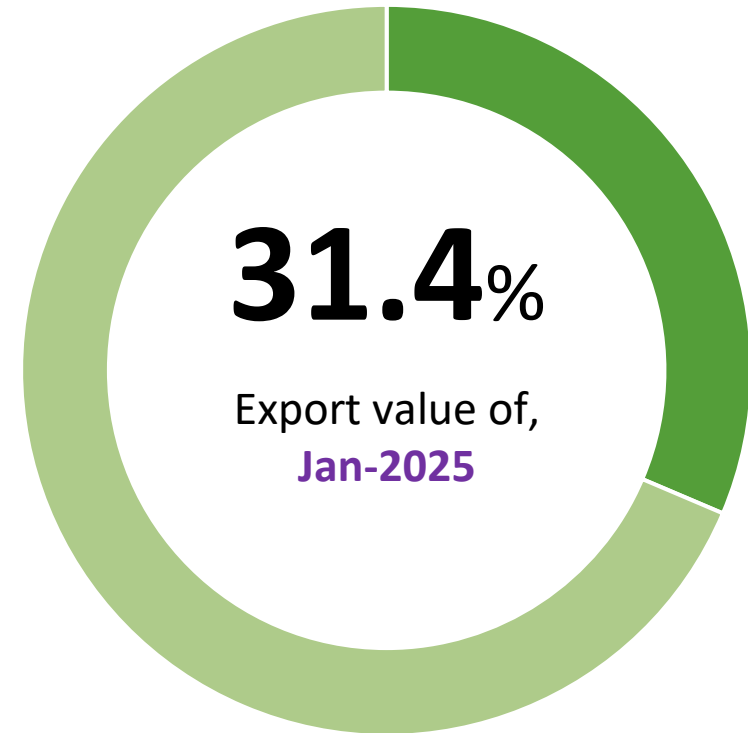


FRUITS AND VEGETABLES (EXPORT)

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



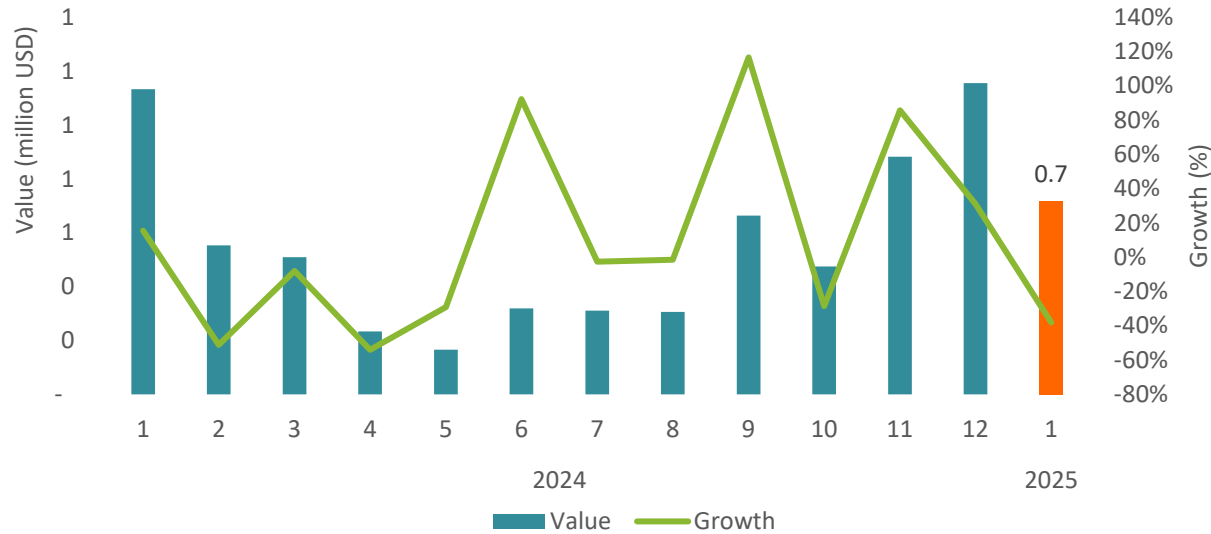
Value ratio of TOP 5 export enterprises to Japan, Jan-2025





FRUITS AND VEGETABLES (IMPORT)

Import value from Japan, Jan-2025



Import results from Japan, Jan-2025

VALUE



0.7

million USD

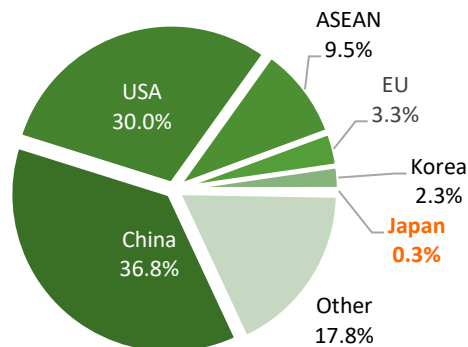
Decrease **38.0%** compared to Dec-2024

Decrease **36.7%** compared to Jan-2024

158.1 thousand USD more than the monthly average rate in 2024

Import value in Jan-2025 reached **0.7 million USD**, **10.7%** of total 2024

Percentage of import value from Japan, Jan-2025



Changes in percentage of import value from Japan, Jan-2025





Cabbage and Vegetable Prices Surge in Japan

Vegetable prices are rising sharply in Japan. Notably, domestically grown cabbage is being sold at 2.5 times the price compared to the same period last year, while cabbage imports in January increased more than 40 times. Lettuce, green onions, and Japanese radishes prices are at approximately 1.5 times their usual rates.

Source: Nhk.or.jp

Apples Stored Under Snow to Enhance Sweetness in Aomori

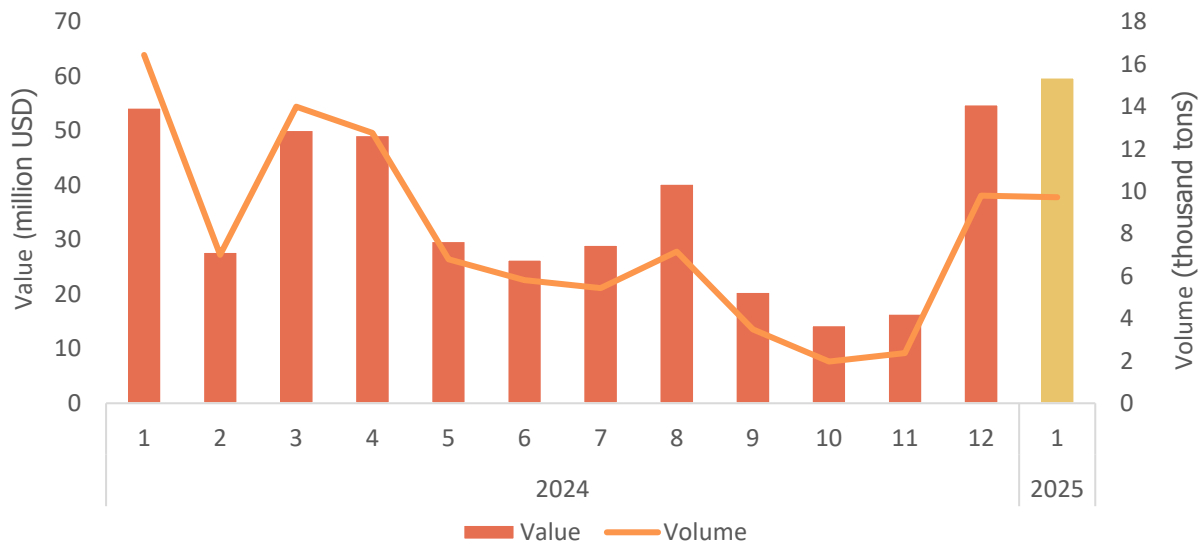
In Aomori Prefecture, Northeastern Japan, a group of tourists gathered to dig up apples that have been preserved in snow by several local fruit companies at an altitude of about 750 meters in the Hakkoda Mountains. Heavy machinery was used to break through the more than 4-meter-thick snow layer. Participants then used shovels to uncover wooden crates containing 30,000 red Sun Fuji apples. These apples were stored under the snow for about two months, where stable temperature and humidity helped enhance their sweetness.

Source: Freshplaza.com



COFFEE

Export volume and value to Japan, Jan-2025



Export results to sang Japan, Jan-2025

VALUE

59.8 million USD

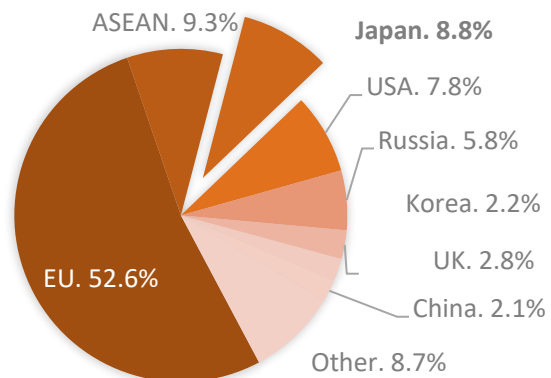
- ↗ Increase **9%** compared to Dec-2024
- ↗ Increase **10.1%** compared to Jan-2024
- ↗ **25.4** million USD more than the monthly average rate in 2024.
- ❖ Export value in Jan-2025 reached **59.8** mil.USD, **14.5%** of total 2024.

VOLUME

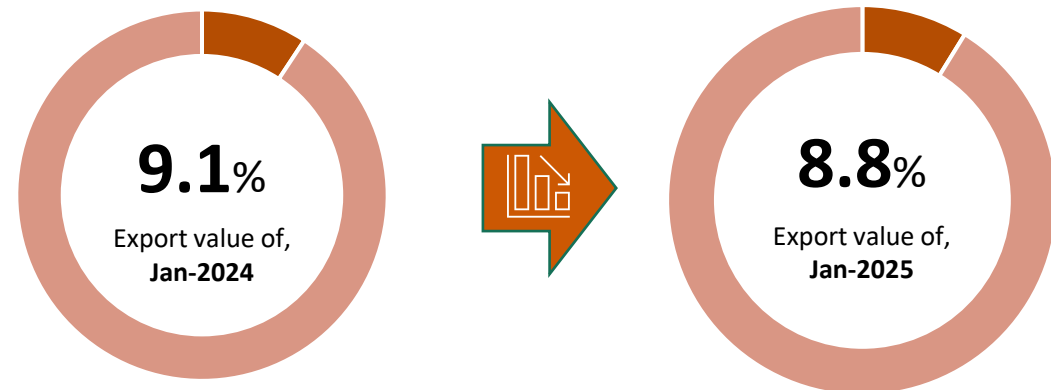
9.7 thousand tons

- ↘ Decrease **0.8%** compared to Dec-2024
- ↘ Decrease **40.9%** compared to Jan-2024
- ↗ **2** thousand tons more than the monthly average rate in 2024.
- ❖ Export volume in Jan-2025 reached **9.7** thou.tons, **10.5%** of total 2024.

Percentage of export value to Japan, Jan-2025



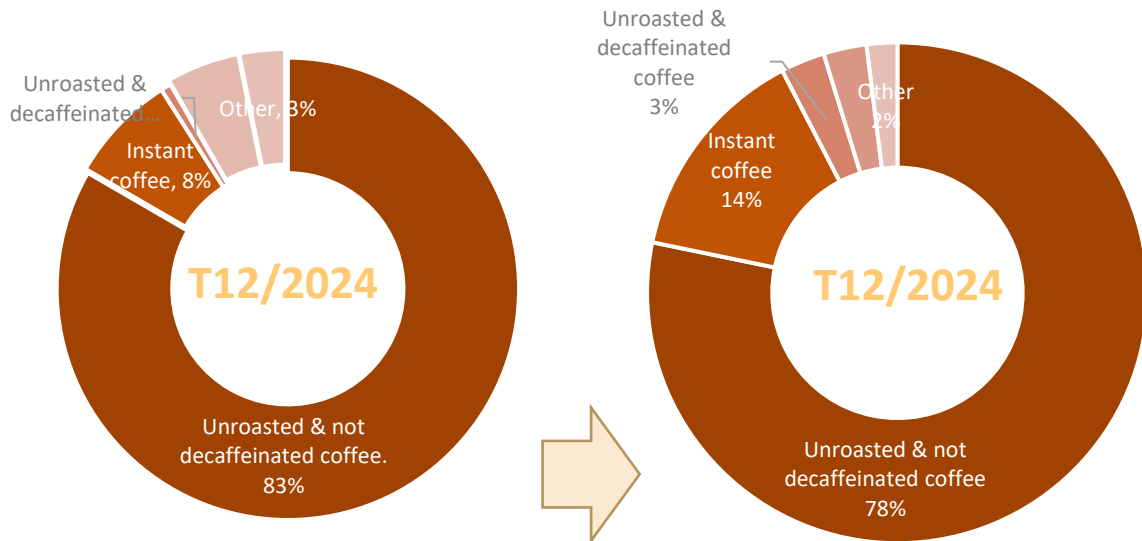
Changes in percentage of export value to Japan, Jan-2025



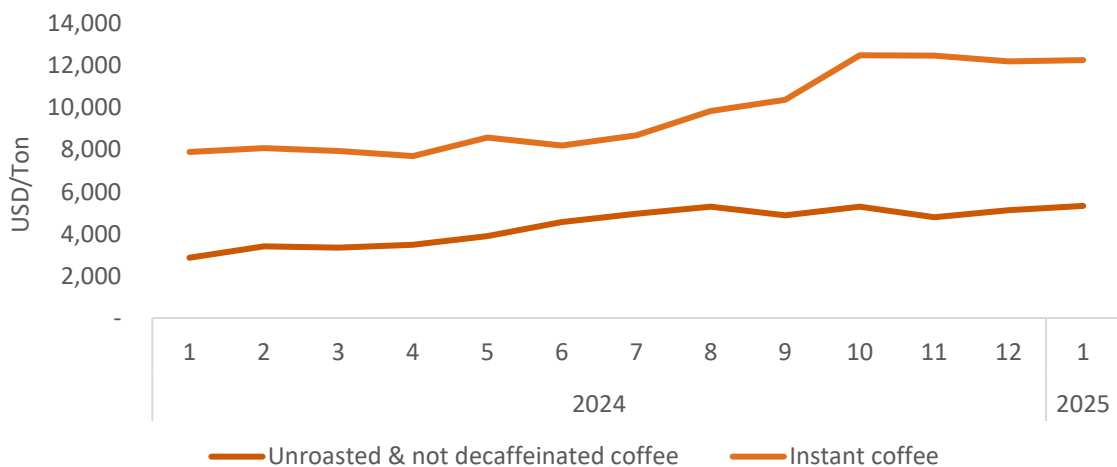
Source: Calculated from data of the General Department of Customs

COFFEE

Structure of exports by products to Japan, Jan-2025



Average export coffee price to Japan, Jan-2025



Export results to Japan, Jan-2025



Unroasted & not decaffeinated coffee

Value: **40.7** million USD
 Decrease **4.9%** compared to Dec-2024
 Increase **6.2%** compared to Jan-2024



Instant coffee

Value: **13.8** million USD
 Increase **78.1%** compared to Dec-2024
 Increase **88.6%** compared to Jan-2024



Roasted & not decaffeinated coffee

Value: **1.9** million USD
 Increase **25.9%** compared to Dec-2024
 Decrease **10.6%** compared to Jan-2024

Instant coffee

The average export price in Jan-2025 is **12,261** USD/ton; increase **0.6%** compared to previous month; and increase **55.3%** compared to the same month of 2024.

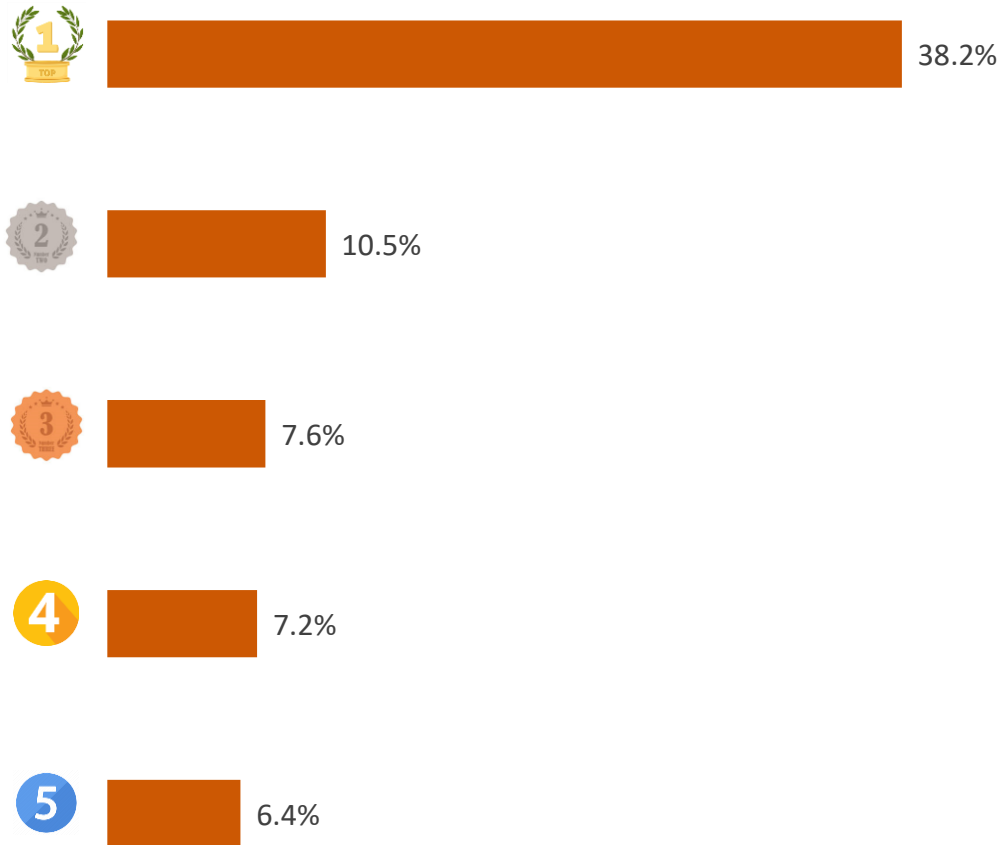
Unroasted & not decaffeinated coffee

The average export price in Jan-2025 is **5,326** USD/ton; increase **3.9%** compared to previous month; and increase **86%** compared to the same month of 2024.

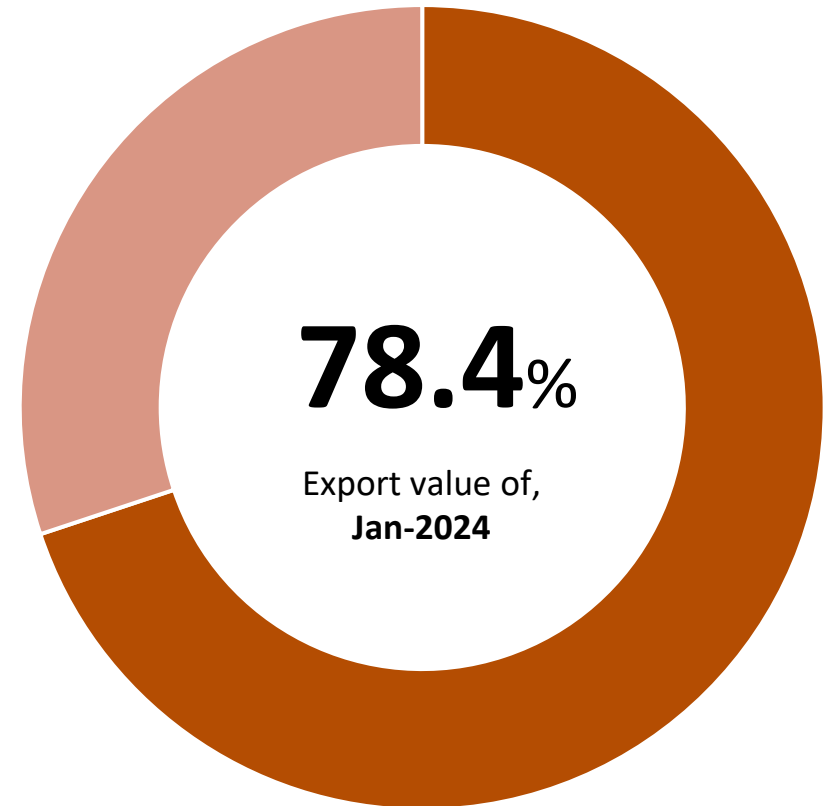


COFFEE

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



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





In 2024, coffee consumption in Japan declined by 0.4% compared to the previous year, reaching 400,218 tons. The main reasons are a decrease in demand for hot coffee and a increasing raw coffee bean prices over the past 47 years, leading to higher finished product price. Canned coffee sales also dropped, contributing to the overall decline.

However, thanks to increasing demand from foreign tourists and home consumption, bean coffee, decaffeinated coffee and coffee sticks maintained strong sales. To revive consumption, the coffee sector needs to emphasize product value to justify higher prices while also promoting the cold brew coffee market.

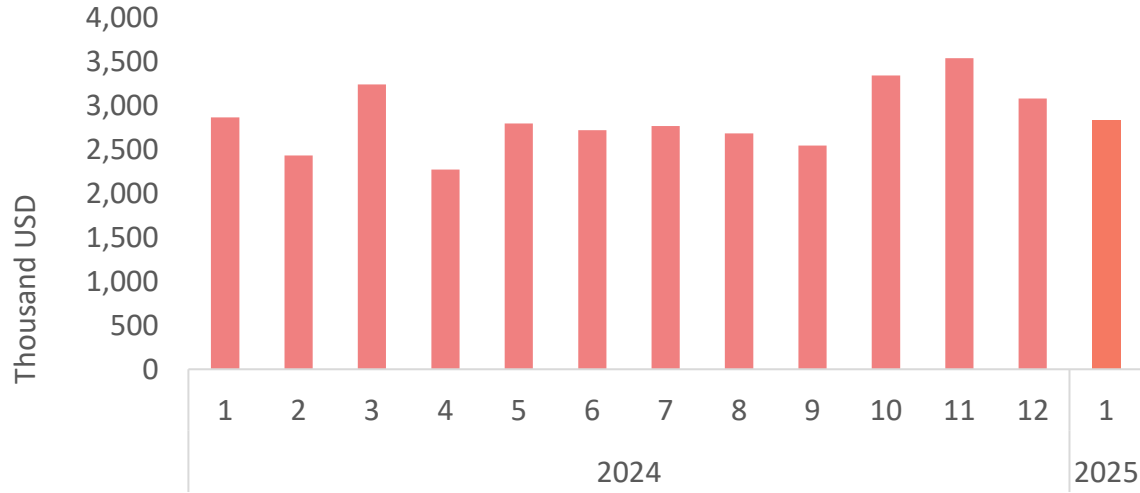
Companies are focusing on cold brew coffee and expanding instant coffee stick products to attract younger customers. Japan ranked fourth globally in coffee consumption in 2023, following the United States, Brazil, and Germany, indicating that demand remains high and stable. To develop the market, maintaining quality and diversifying products—especially expanding the cold brew coffee market, which is expected to have strong growth in the future.





MEAT AND MEAT PRODUCTS (EXPORT)

Export value to Japan, Jan-2025



Export results to Japan, Jan-2025

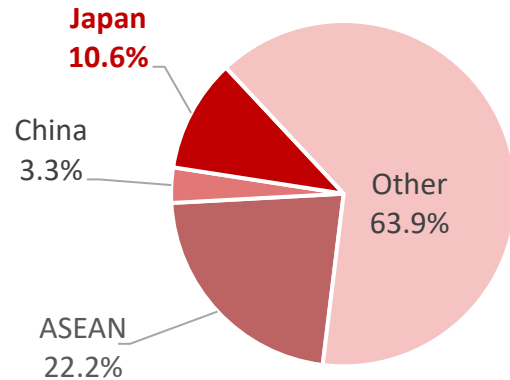


2.84
million USD

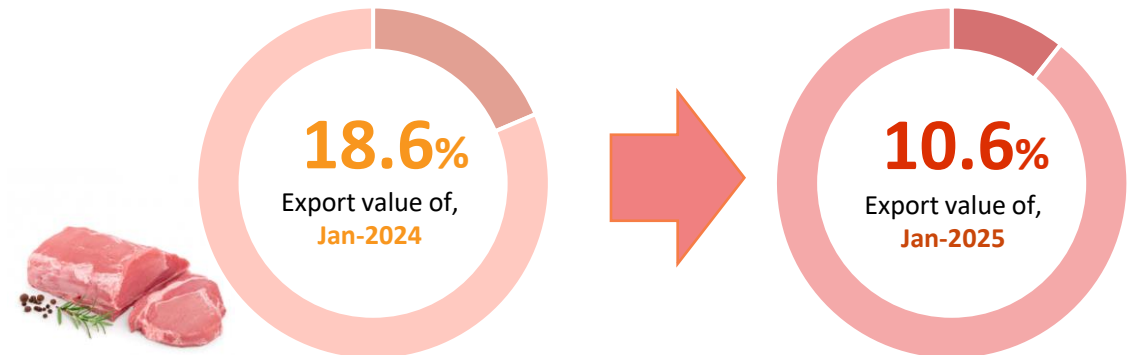
VALUE

- ↘ Decrease **8.0%** compared to Dec-2024
- ↘ Decrease **1.1%** compared to Jan-2024
- ↘ **24.3 thousand USD** less than the monthly average rate in 2024
- ◇ Export value in Jan-2025 reached **2.84 million USD, 8.3%** of total 2024

Percentage of export value to Japan, Jan-2025



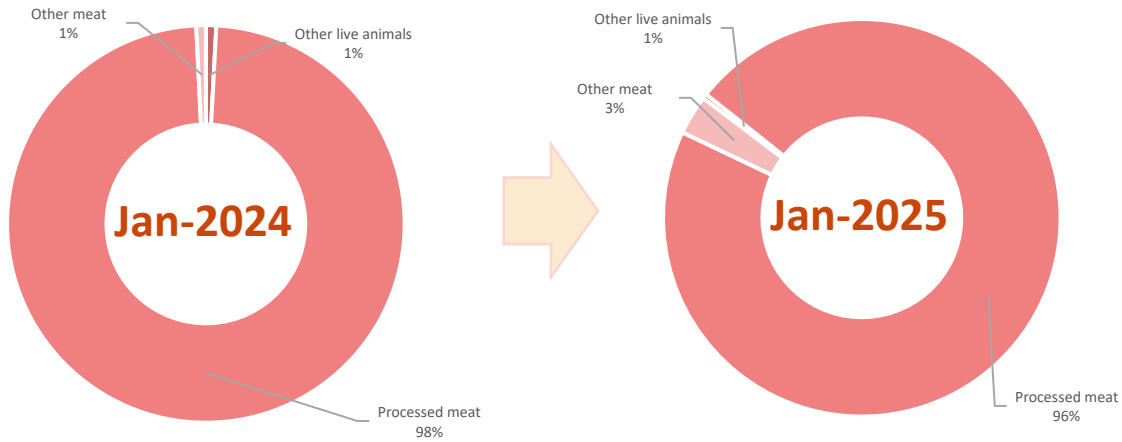
Changes in percentage of export value to Japan, Jan-2025





MEAT AND MEAT PRODUCTS (EXPORT)

Structure of exports by products to Japan, Jan-2025



Export results to Japan, Jan-2025



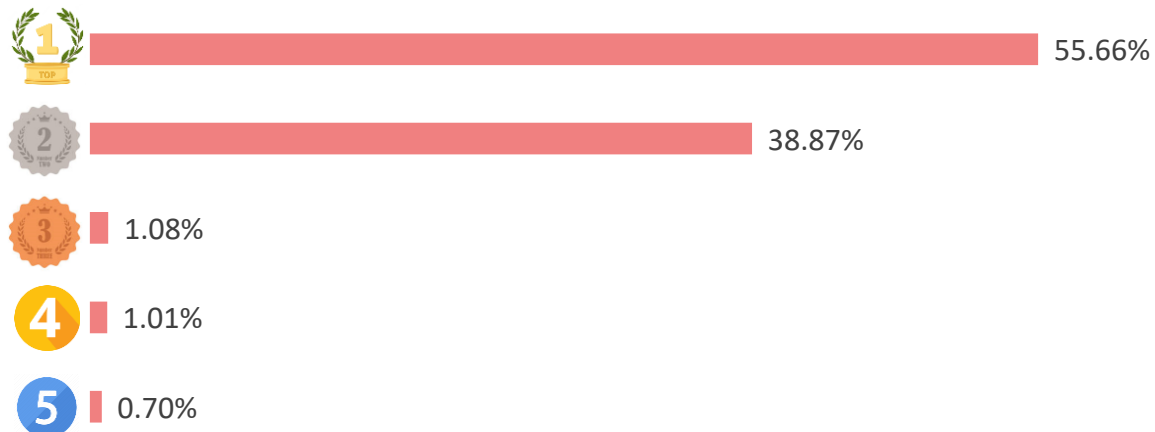
TProcessed meat

Value: **2.736** million USD

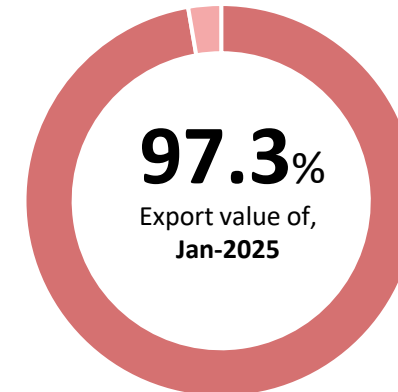
Decrease **7.24%** compared to Dec-2024

Decrease **3.1%** compared to Jan-2024

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



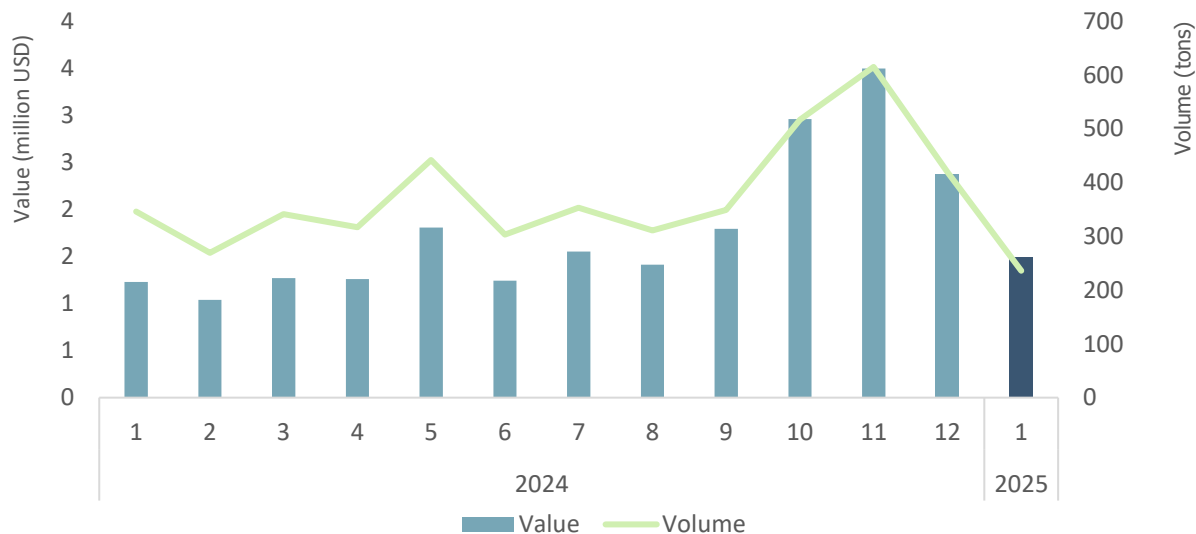
Value ratio of TOP 5 export enterprises to Japan, Jan-2025





PEPPER

Export volume and value to Japan, Jan-2025



Export results to Japan, Jan-2025

VALUE
1,496 million USD \$

Decrease **37%** compared to Dec-2024

Increase **22%** compared to Jan-2024

290.2 thousand USD less than the monthly average rate in 2024

❖ Export value in Jan-2025 reached **1.496 mil.USD**, **7%** of total 2024

VOLUME
236 tons



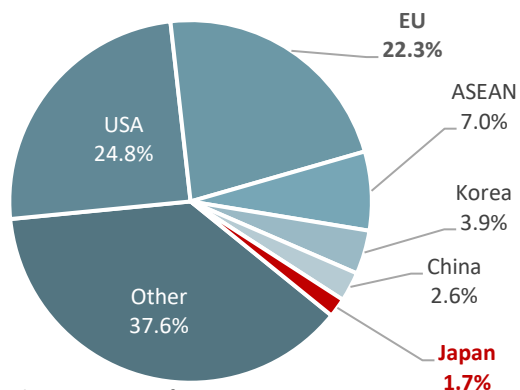
Decrease **44%** compared to Dec-2024

Decrease **32%** compared to Jan-2024

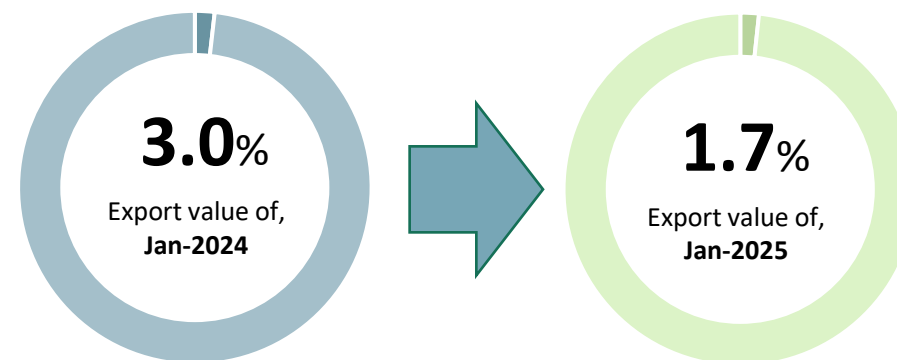
146 tons less than the monthly average rate in 2024

❖ Export volume in Jan-2025 reached **236 tons**, **5%** of total 2024

Percentage of export value to Japan, Jan-2025



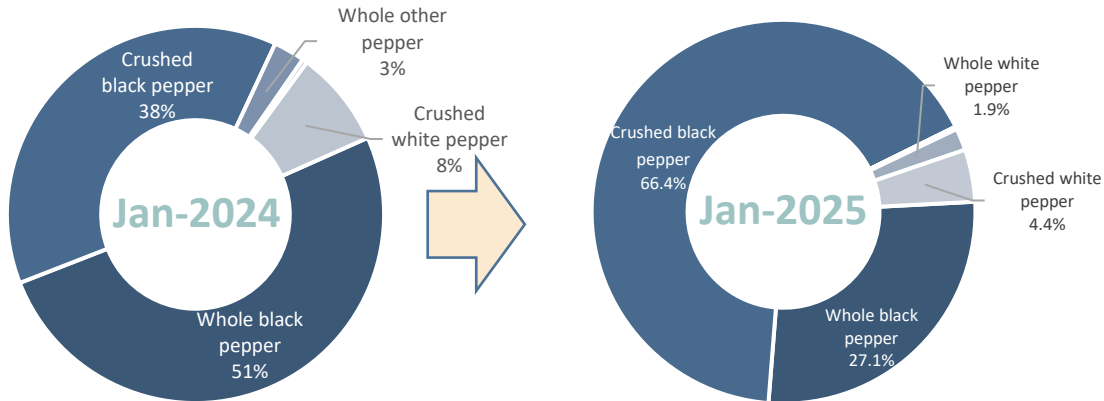
Changes in percentage of export value to Japan, Jan-2025





PEPPER

Structure of exports by products to Japan, Jan-2025



Export results to Japan, Jan-2025



Crushed black pepper

Value: **0.994** million USD

Decrease **17%** compared to Dec-2024

Increase **114%** compared to Jan-2024



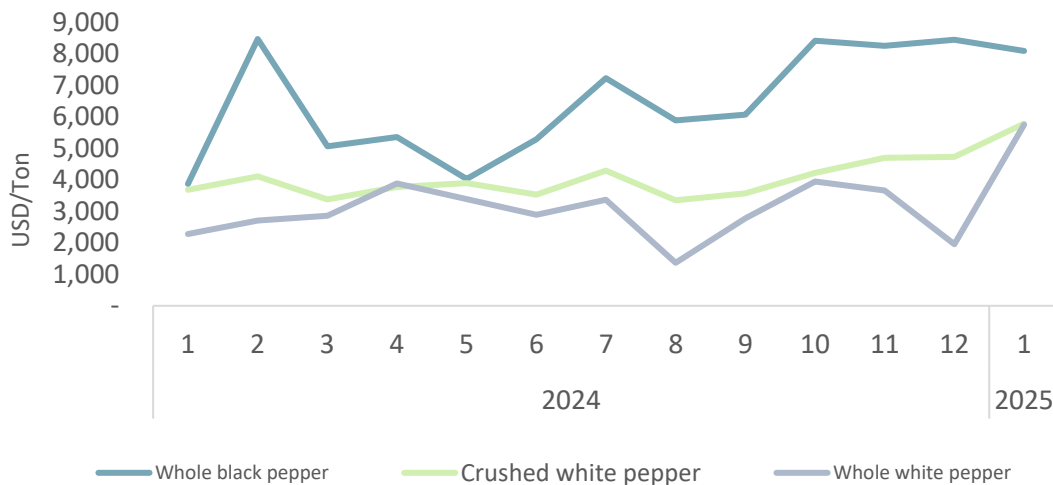
Whole black pepper

Value: **1.3** million USD

Decrease **50%** compared to Dec-2024

Decrease **35%** compared to Jan-2024

Average export pepper price to Japan, Jan-2025



Whole black pepper

The average export price in Jan-2025 is **8,092** USD/ton; **decrease 4.2%** compared to previous month; and **increase 109.1%** compared to the same month of 2024.

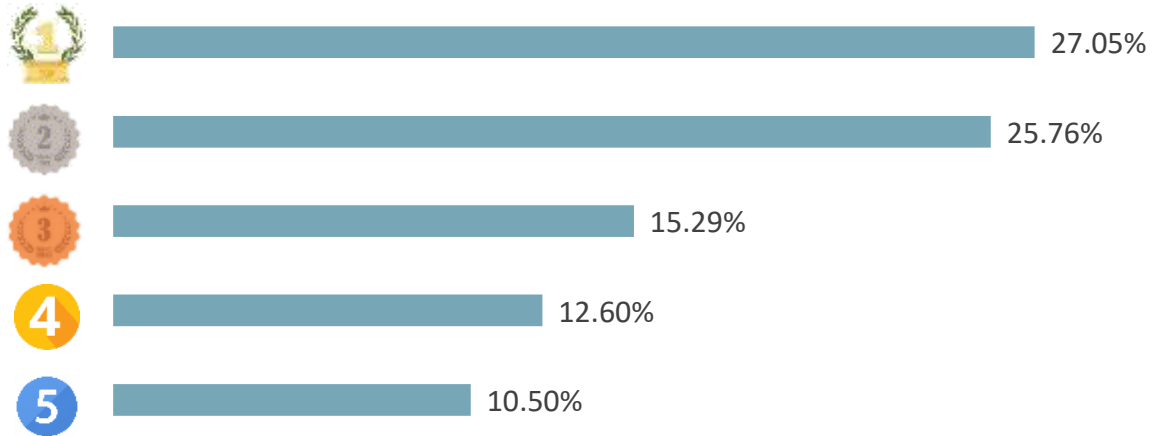
Crushed black pepper

The average export price in Jan-2025 is **5,782** USD/ton; **increase 22.3%** compared to previous month; and **increase 57%** compared to the same month of 2024.

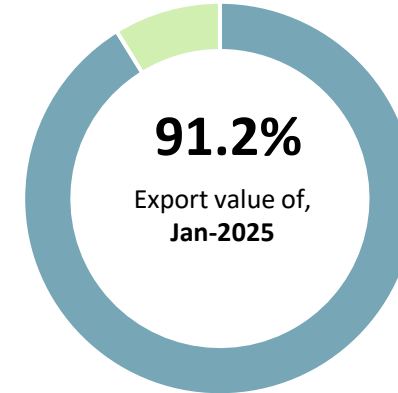


PEPPER

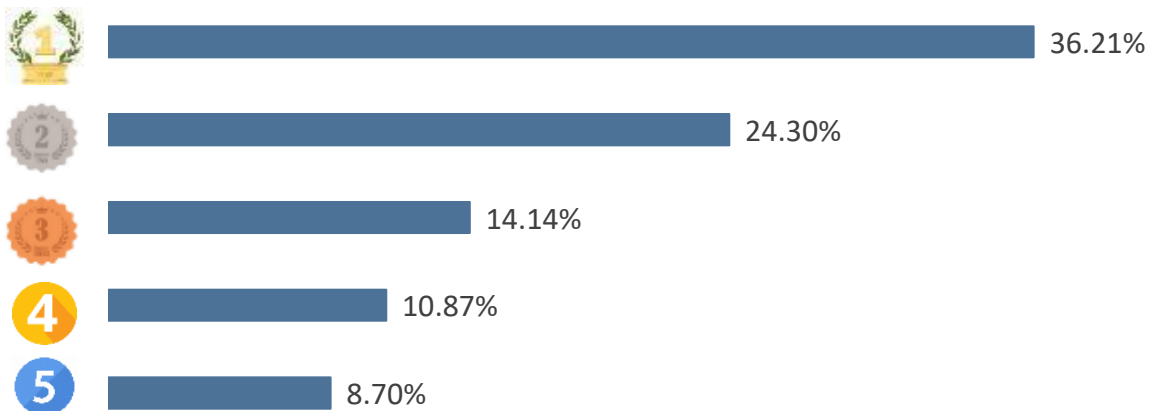
TOP 5 export enterprises by value to Japan, Jan-2025



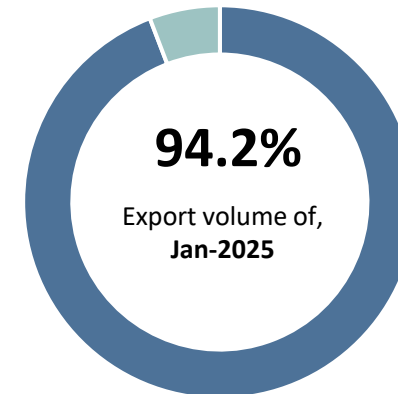
Value ratio of TOP 5 export enterprises to Japan, Jan-2025



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



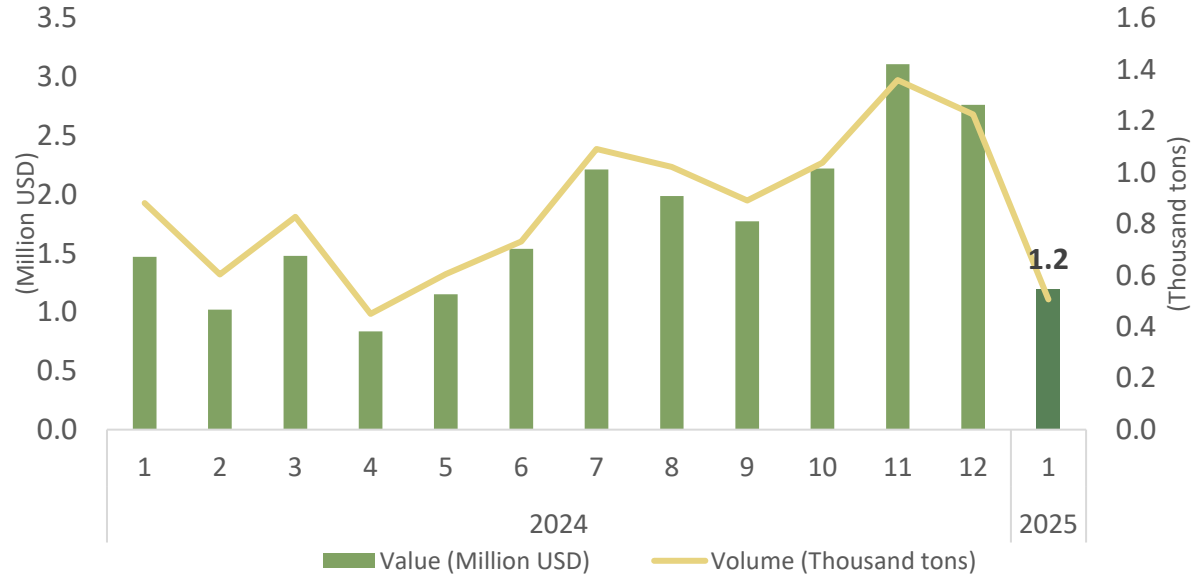
Volume ratio of TOP 5 export enterprises to Japan, Jan-2025





RUBBER

Export volume and value to Japan, Jan-2025



Export results to Japan, Jan-2025

VALUE
1.19 million USD

⬇️ Decrease **57%** compared to Dec-2024

⬇️ Decrease **19%** compared to Jan-2024

⬇️ **0.6 million USD** less than the monthly average rate in 2024

❖ Export value in Jan-2025 reached **1.19 mil.USD, 5.5%** of total 2024

VOLUME
506 tons

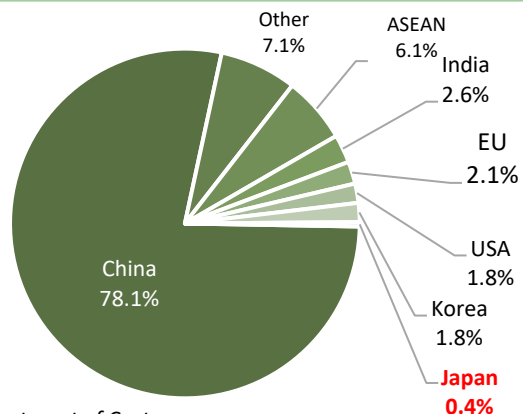
⬇️ Decrease **59%** compared to Dec-2024

⬇️ Decrease **43%** compared to Jan-2024

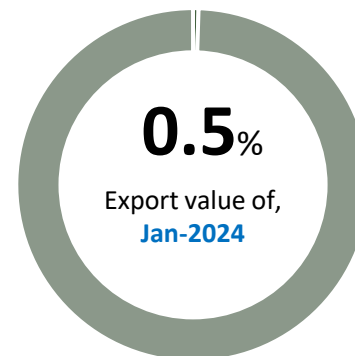
⬇️ **387 tons** less than the monthly average rate in 2024

❖ Export volume in Jan-2025 reached **506 tons, 4.7%** of total 2024

Percentage of export value to Japan, Jan-2025



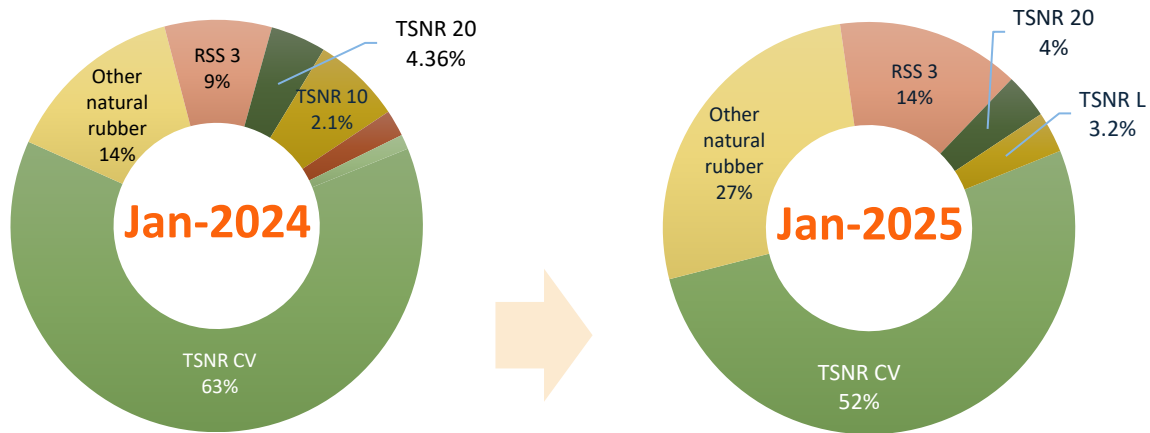
Changes in percentage of export value to Japan, Jan-2025



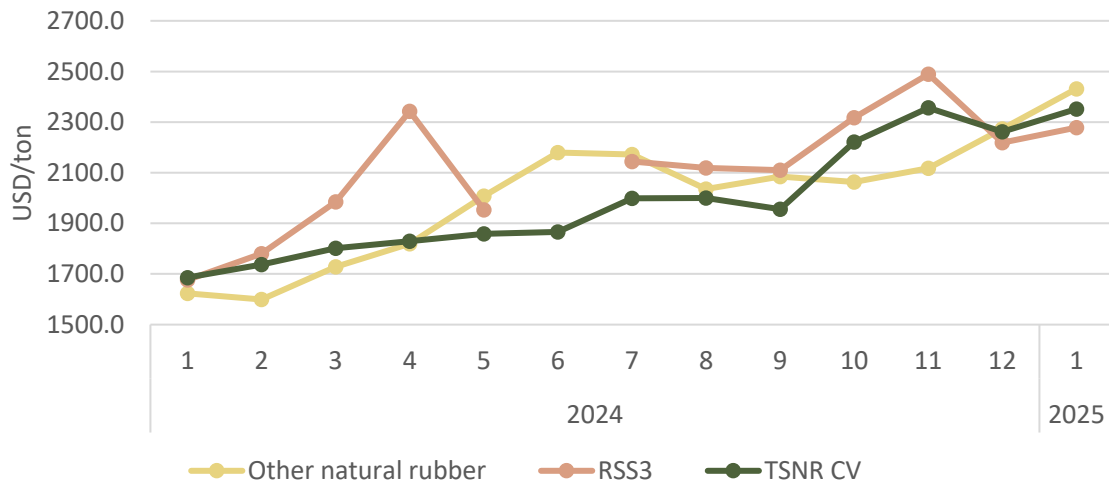


RUBBER

Structure of exports by products to Japan, Jan-2025



Average export rubber price to Japan, Jan-2025



Export results to Japan, Jan-2025



Other natural rubber

Value: **318.5** thousand USD
 Decrease **64%** compared to Dec-2024
 Increase **52%** compared to Jan-2024



TSNR CV

Value: **620.8** thousand USD
 Decrease **53%** compared to Dec-2024
 Decrease **33%** compared to Jan-2024



RSS3

Value: **171.5** thousand USD
 Increase **279%** compared to Dec-2024
 Increase **39%** compared to Jan-2024

Other natural rubber

The average export price in Jan-2025 is **2,431** USD/ton; **increase 7.0%** compared to previous month; and **increase 50%** compared to the same month of 2024.

TSNR CV

The average export price in Jan-2025 is **2,351** USD/ton; **increase 3.9%** compared to previous month; and **increase 40%** compared to the same month of 2024.

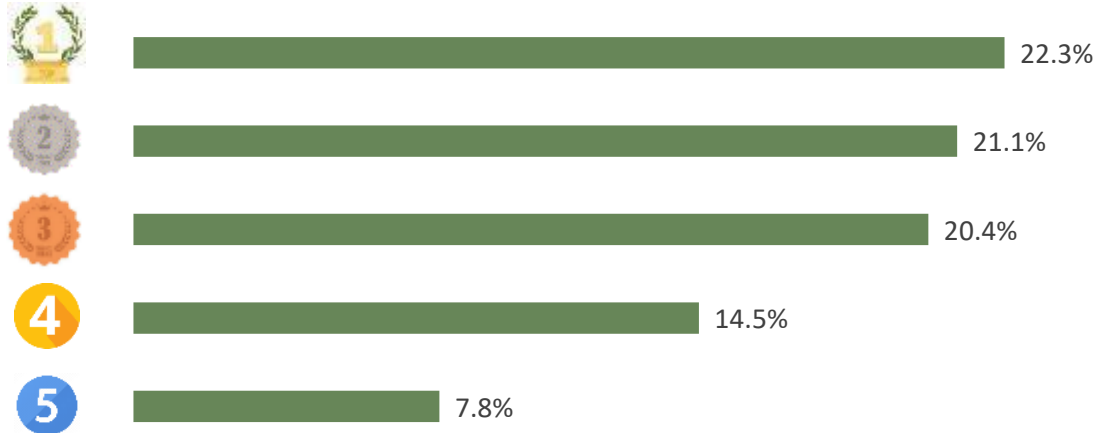
RSS3

The average export price in Jan-2025 is **2,132** USD/ton; **increase 2.7%** compared to previous month; and **increase 36%** compared to the same month of 2024.

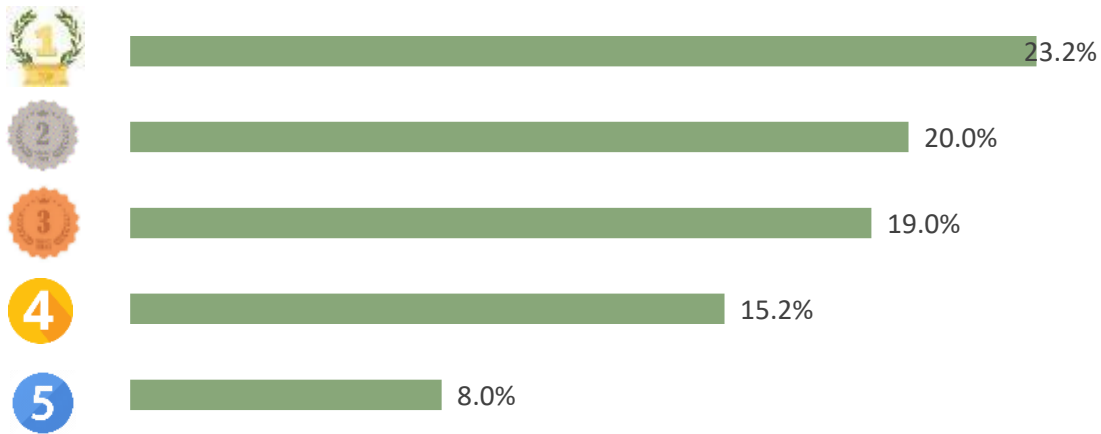


RUBBER

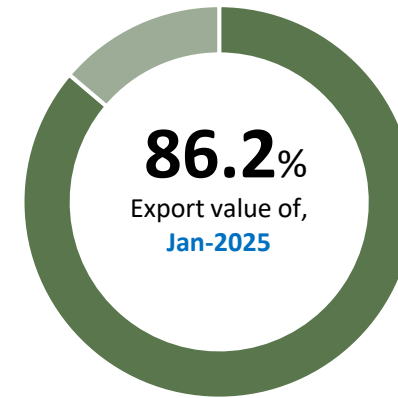
TOP 5 export enterprises by value to Japan, Jan-2025



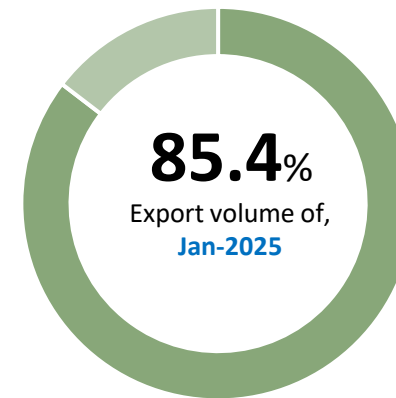
TOP 5 export enterprises by volume to Japan, Jan-2025



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



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





SPOTLIGHTS

Kōhoku Rubber Seisakusho Co., Ltd. (Japan) will launch its new product, "Rebbur," on March 3, 2025. This product is made from a unique rubber blend combined with by-products from food production, such as seaweed scraps, tea leaves, and eggshells.

The first product line includes planters, stands, and coasters. "Rebbur" embodies the concepts of "reverse thinking" and "rebirth" and is made from natural organic materials. The product won the "Best Sustainability Award" at the Tokyo International Gift Show 2025.

Source: prtimes.jp





Any comments. please send to:

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