



ISPAE

Volume: Apr-2025

MONTHLY REPORT ON
AGRI-PRODUCT EXPORT

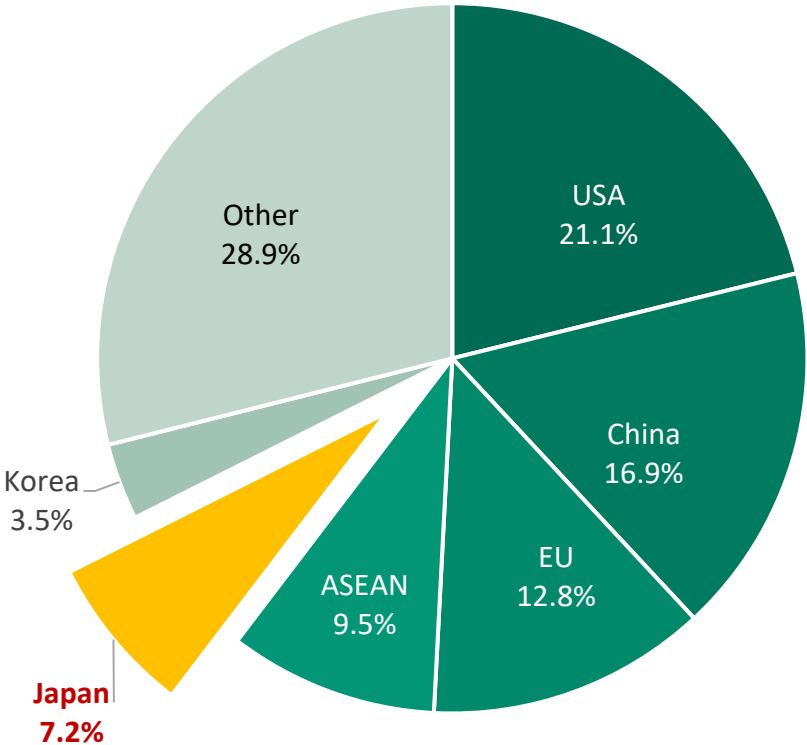
**FROM VIETNAM TO
JAPAN MARKET**

Prepared by: **AGREINFOS**



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

Share of AFF product export to Japan in Mar-2025

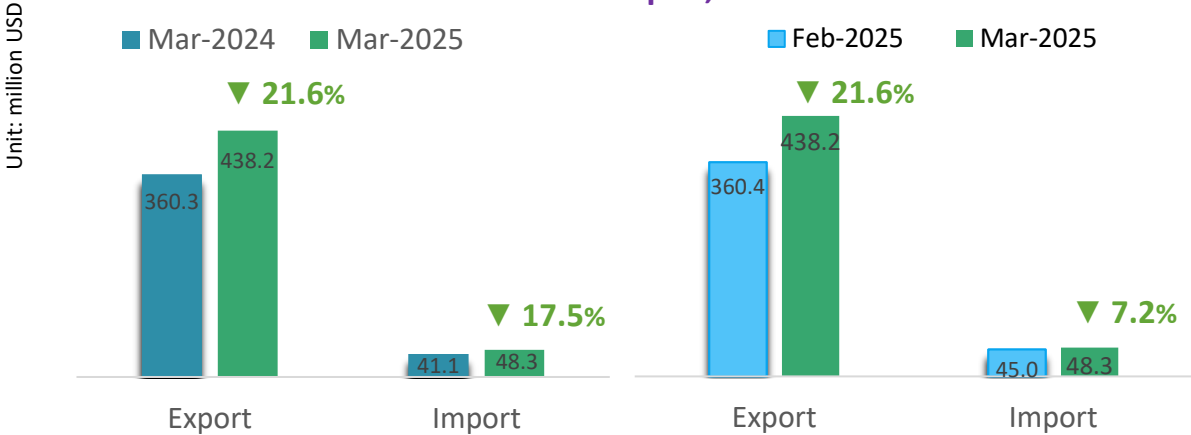


Changes in the share of AFF product export to Japan in Mar-2025 compared to Feb-2025 and Mar-2024

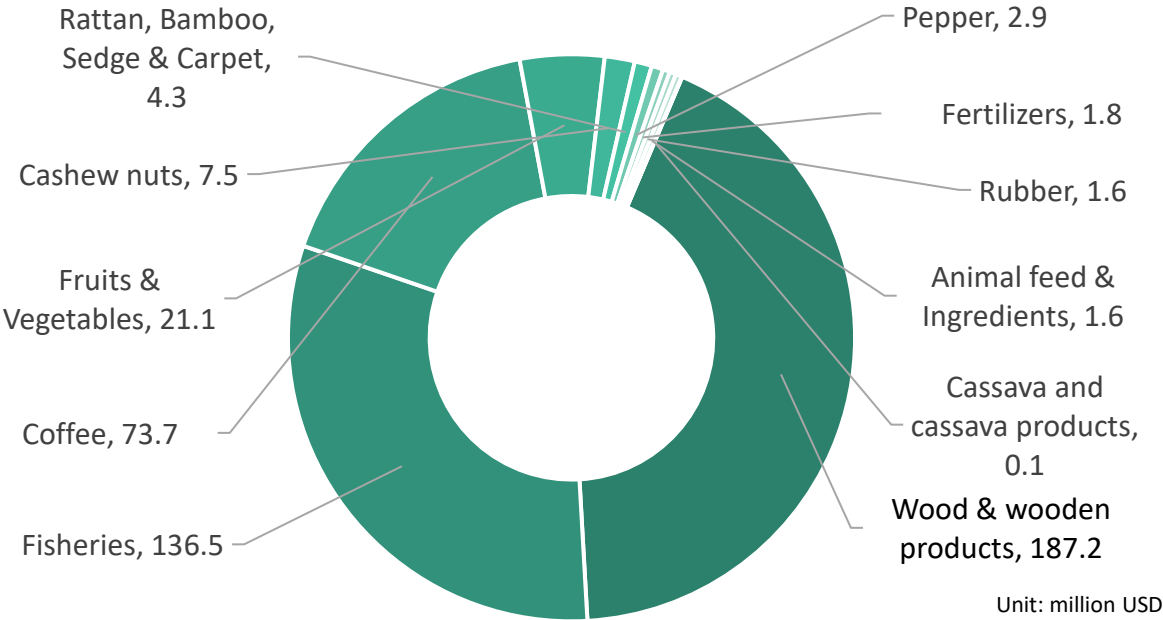
Market	Export value (million USD)	Compared to Feb-2025	Compared to Mar-2024
USA	1,281	▲ 2.8%	▲ 0.9%
China	1,025	▲ 0.1%	▲ 0.3%
EU	772	▼ 1.6%	▲ 2.2%
ASEAN	577	▼ 0.5%	▼ 5.6%
Japan	438	▼ 0.6%	▲ 0.4%
Republic of Korea	211	▼ 0.1%	▼ 0.3%
Total export	6,056		

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

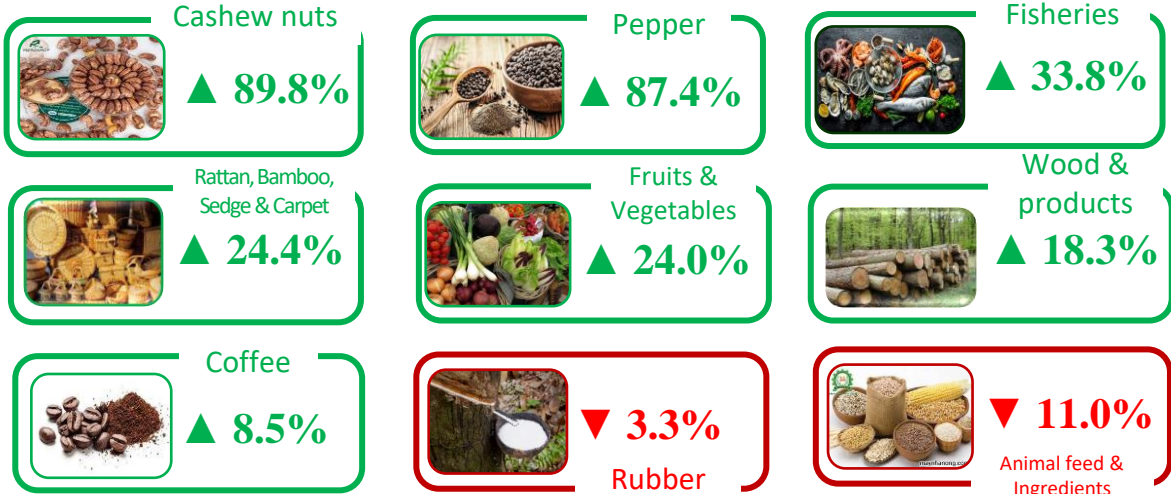
AFF product import-export value between Viet Nam and Japan, Mar-2025



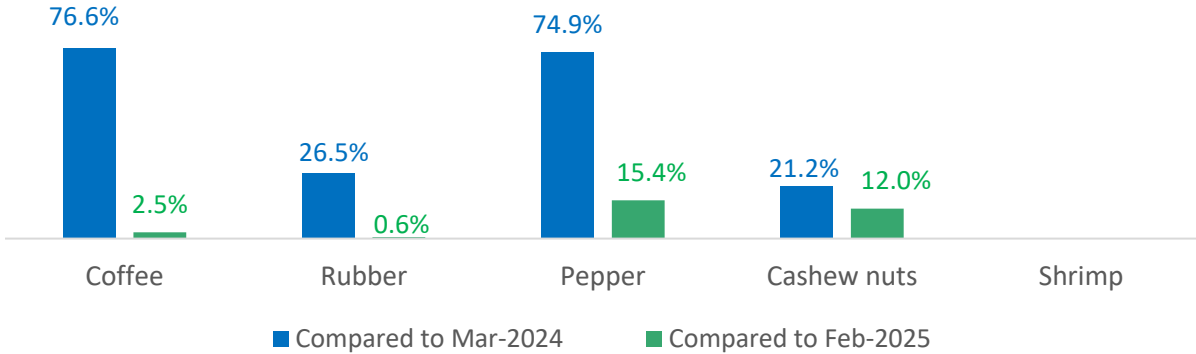
Key AFF product export value to Japan, Mar-2025



Changes in key AFF product export value to Japan in Mar-2025 compared to Feb-2025



Changes in key AFF product export value to Japan in Mar-2025 compared to Feb-2025 and compared to Mar-2024



Source: Calculated from data of the Department of Customs

Vietnam - Japan: A New Model of Cooperation

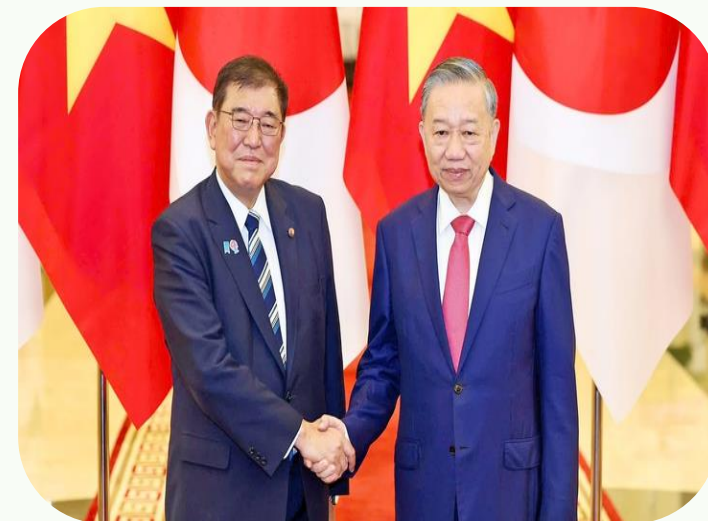
On April 27, at the Party Central Committee Headquarters, General Secretary - To Lam met with Chairman of the Liberal Democratic Party and Japanese Prime Minister - Ishiba Shigeru on the occasion of Japanese Prime Minister Ishiba Shigeru and his wife's official visit to Vietnam.

The General Secretary proposed seven major orientations to enhance strategic cooperation between the two countries, including continuously enhancing political trust, consolidating substantive and effective security and defense cooperation; enhancing economic

cooperation on the basis of science, technology and high-quality human resources; and asking Japan to actively participate in key infrastructure projects through new-generation ODA, exploiting new potentials in labor cooperation, green transformation, energy transformation, high-tech agriculture; deepen local cooperation and cultural exchanges.

Mr Ishiba affirmed that Viet Nam is an indispensable partner of Japan, underlining Japan's continued support to Viet Nam's efforts in building an independent, self-reliant economy, implementing industrialisation and modernisation, and realising strategic goals and socio-economic development plans

in the new era of development.



Source: baochinhphu.vn

Japan considers purchasing more U.S. agricultural products

On April 16, the US and Japan held bilateral negotiations on U.S. import tariffs. The U.S. criticized Japan for imposing barriers on automobiles and rice, while also urging Tokyo to increase imports of American agricultural products such as meat, seafood, and potatoes.

To improve its position in the negotiations and work toward an exemption from import tariffs, Japan is considering to purchase additional

soybeans and rice from the United States. Previously, Japan increased rice imports due to domestic supply shortages. Currently, Japan is temporarily exempt from a 24% retaliatory tariff for 90 days but remains subject to the general 10% tariff.

The next round of negotiations is expected to take place at the end of April, with Japanese Finance Minister Katsunobu Kato set to meet his U.S. counterpart in Washington.



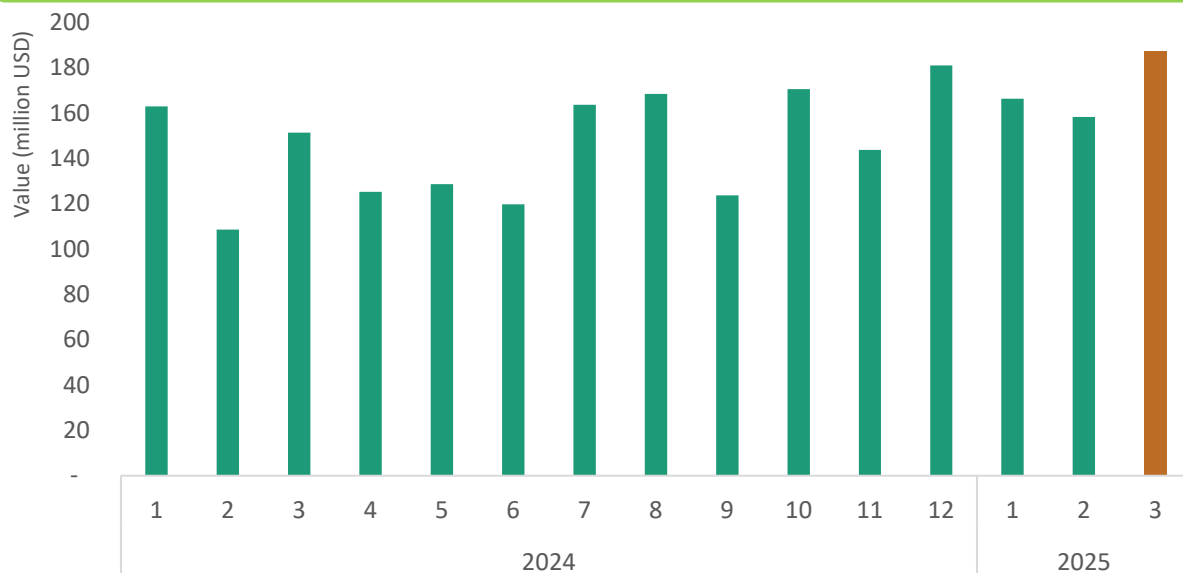
Source: vnexpress.net





WOOD AND WOODEN PRODUCTS

Export value to Japan, Mar-2025



Export results to Japan, Mar-2025



187

million USD

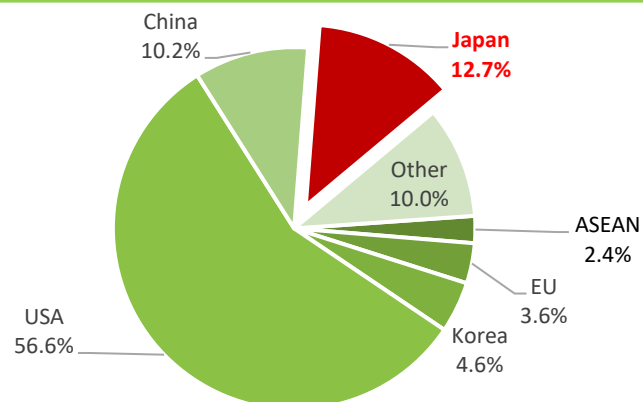
➤ Increase **18.3%** compared to Feb-2025

➤ Increase **23.7%** compared to Mar-2024

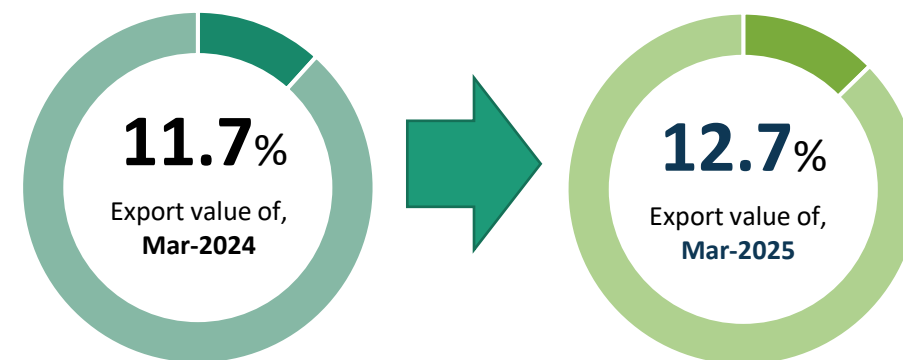
➤ **41.6 million USD** more than the monthly average rate in 2024

❖ Accumulated 3 months of 2025 reaches **511.7 million USD**, **28.3%** of total 2024

Percentage of export value to Japan, Mar-2025



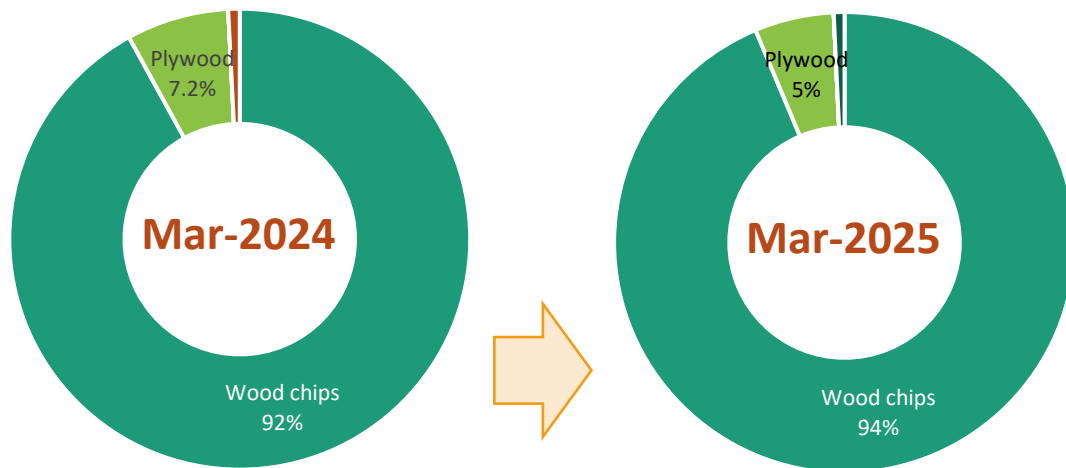
Changes in percentage of export value to Japan, Mar-2025





WOOD AND WOODEN PRODUCTS

Structure of exports by products to Japan, Mar-2025



Export results to Japan, Mar-2025



Wood chips

Value: **131** million USD

Increase **17%** compared to Feb-2025

Increase **38%** compared to Mar-2024



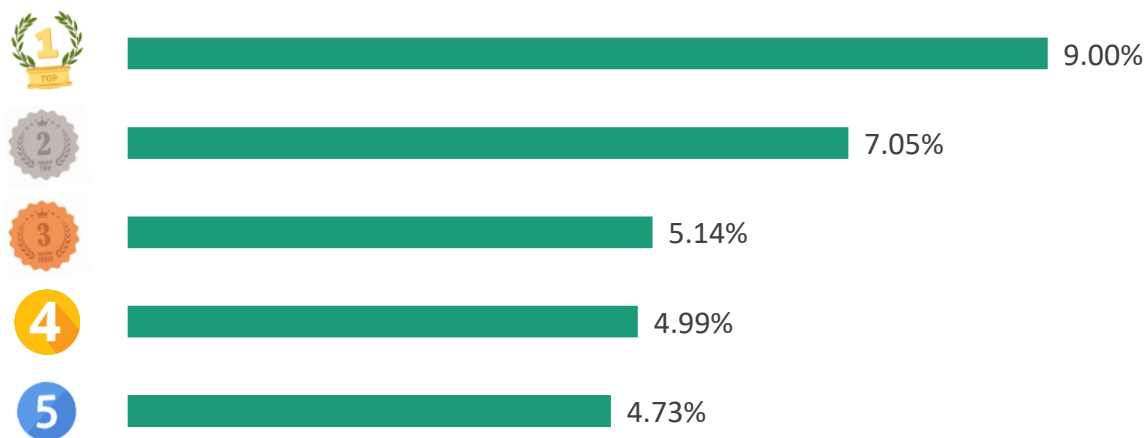
Plywood

Value: **7.8** million USD

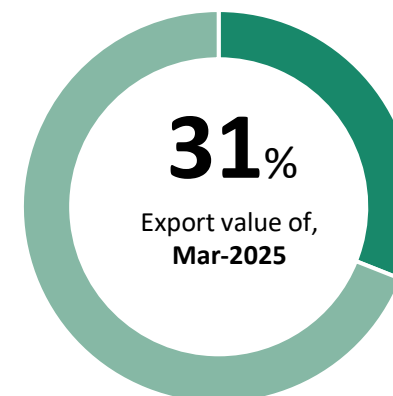
Increase **35%** compared to Feb-2025

Increase **5%** compared to Mar-2024

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



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



WOOD AND WOODEN PRODUCTS



SPOTLIGHTS

The value of Japan's furniture imports reached a high level in January 2025, but fell sharply in February 2025 for most key products. The main reason is that the two largest suppliers – China and Vietnam – simultaneously suspended production during the Lunar New Year holiday.

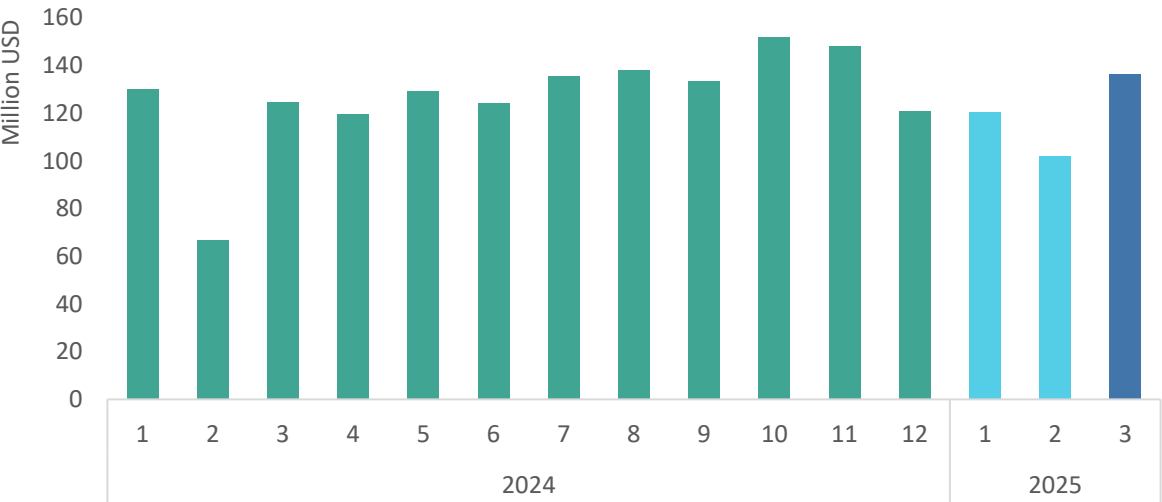
Specifically, in the group of wooden office furniture products (HS code 940330), China accounted for 81% of the market share in February, down from 93% in January. This is followed by Indonesia (5%) and the United States (4%). For wooden kitchen cabinets (HS code 940340), the Philippines leads with 49% market share, while Vietnam drops sharply to 28%. In total, these two countries accounted for more than 77% of HS code 940340 imports into Japan in February. Although the import value of wooden kitchen cabinets increased slightly compared to the same period last year, it decreased by about 15% compared to January.

Source: ITTO



FISHERIES

Export value to Japan, Mar-2025



Export results to Japan, Mar-2025

VALUE

136.5 *million USD*

\$

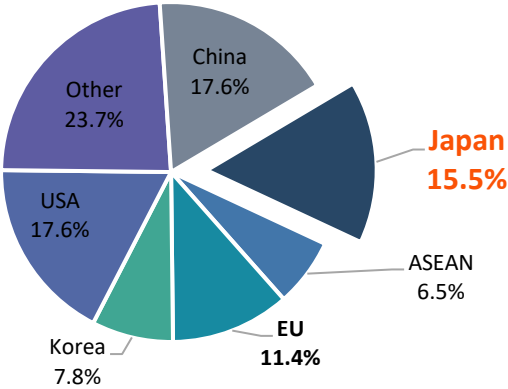
➤ Increase **33.8%** compared to Feb-2025

➤ Increase **9.5%** compared to Mar-2024

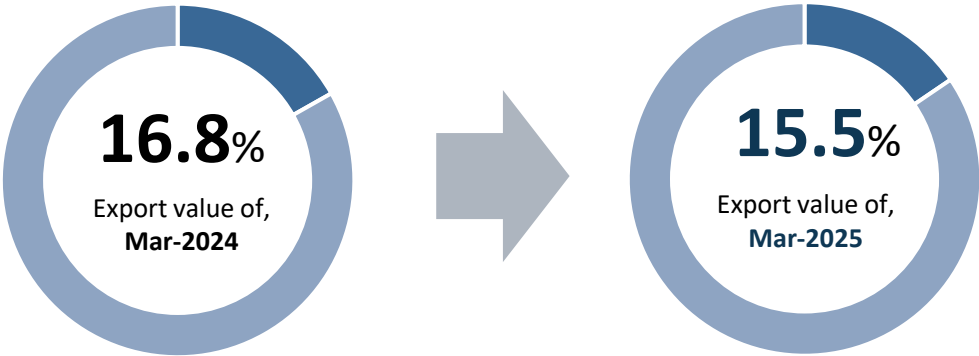
▲ **9.6** million USD more than the monthly average rate in 2024

❖ Accumulated 3 months of 2025 reaches **358.9** million USD, **23.6%** of total 2024

Percentage of export value to Japan, Mar-2025



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

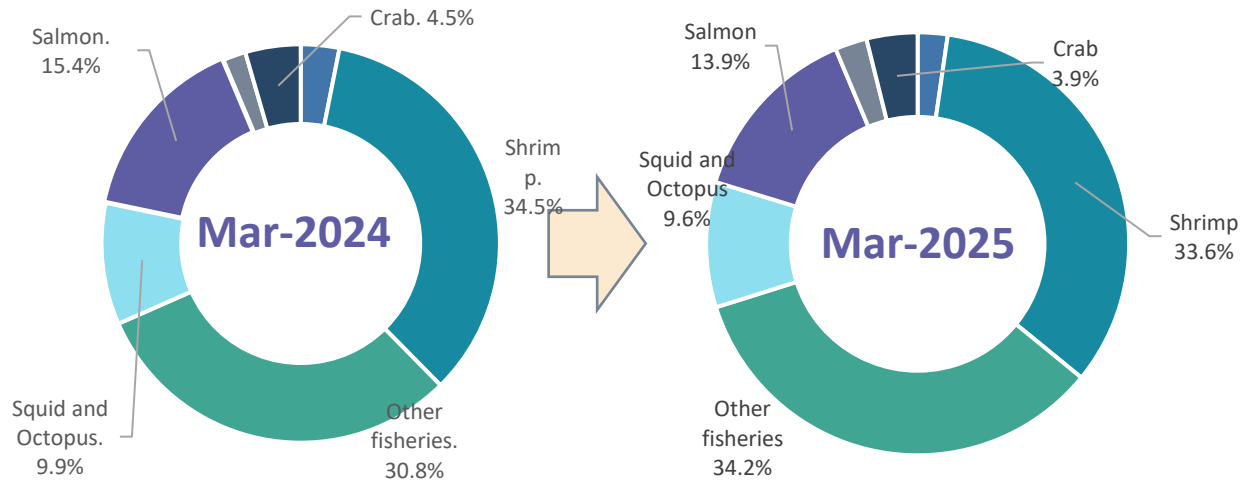


Source: Calculated from data of the Department of Customs

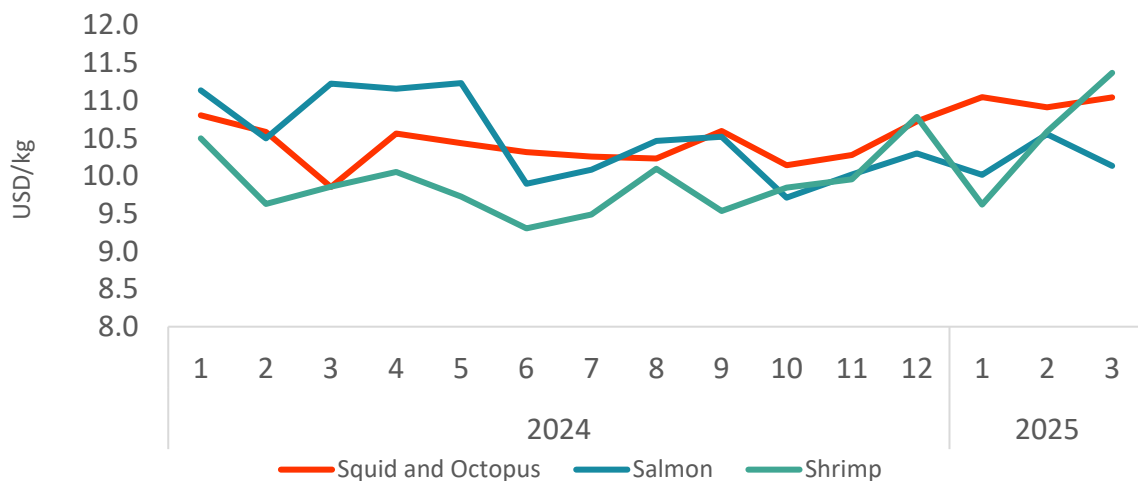


FISHERIES

Structure of exports by products to Japan, Mar-2025



Average export fisheries price to Japan, Mar-2025



Export results to Japan, Mar-2025



Salmon

Value: **19.0** million USD

Increase **44.0%** compared to Feb-2025

Decrease **1.0%** compared to Mar-2024



Shrimp

Value: **45.9** million USD

Increase **31.1%** compared to Feb-2025

Increase **6.8%** compared to Mar-2024



Squid and octopus

Value: **13.1** million USD

Increase **32.8%** compared to Feb-2025

Increase **6.8%** compared to Mar-2024

Squid and Octopus

The average export price in Mar-2025 is **11.0** USD/kg; **increase 1.2%** compared to previous month; and **increase 12.1%** compared to the same month of 2024.

Salmon

The average export price in Mar-2025 is **10.6** USD/kg; **Decrease 4.0%** compared to previous month; and **Decrease 9.7%** compared to the same month of 2024.

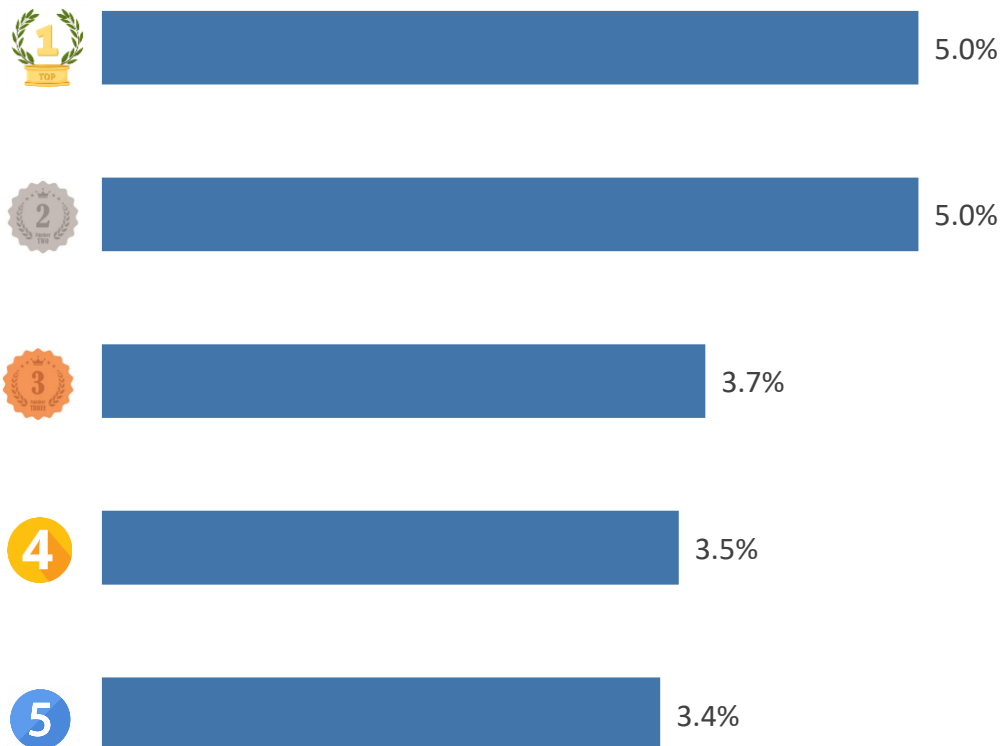
Shrimp

The average export price in Mar-2025 is **11.4** USD/kg; **increase 7.4%** compared to previous month; and **increase 15.3%** compared to the same month of 2024.

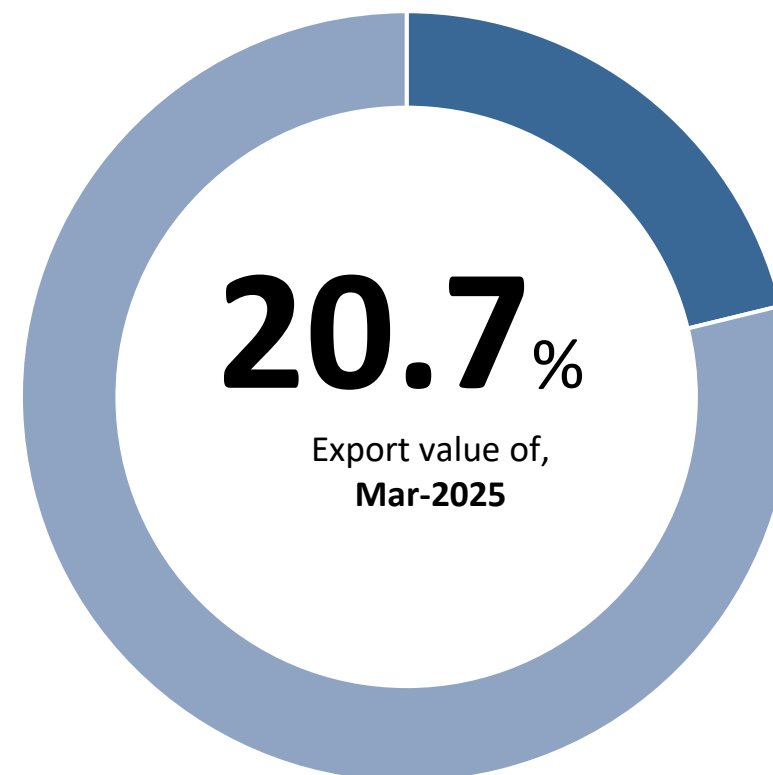


FISHERIES

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



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



China has not lifted the ban on Japanese seafood imports

On April 10, China and Japan held an online technical meeting to discuss the ban on Japanese seafood imports imposed by Beijing from August 2023, after Tokyo began discharging treated wastewater from the Fukushima plant into the Pacific Ocean. However, China's General Administration of Customs confirmed that there are no plans to lift this ban.

Previously, the two countries agreed to allow China to participate in monitoring within the framework of the International Atomic Energy Agency (IAEA), and conduct independent sampling to verify the safety of wastewater. Recent analysis results did not detect abnormal levels of radiation, but China is still cautious and has not resumed imports.

The ban has severely affected Japan's seafood exports, which used to be heavily dependent on the Chinese market. Japan is now promoting market diversification and increasing information transparency to convince international trust.

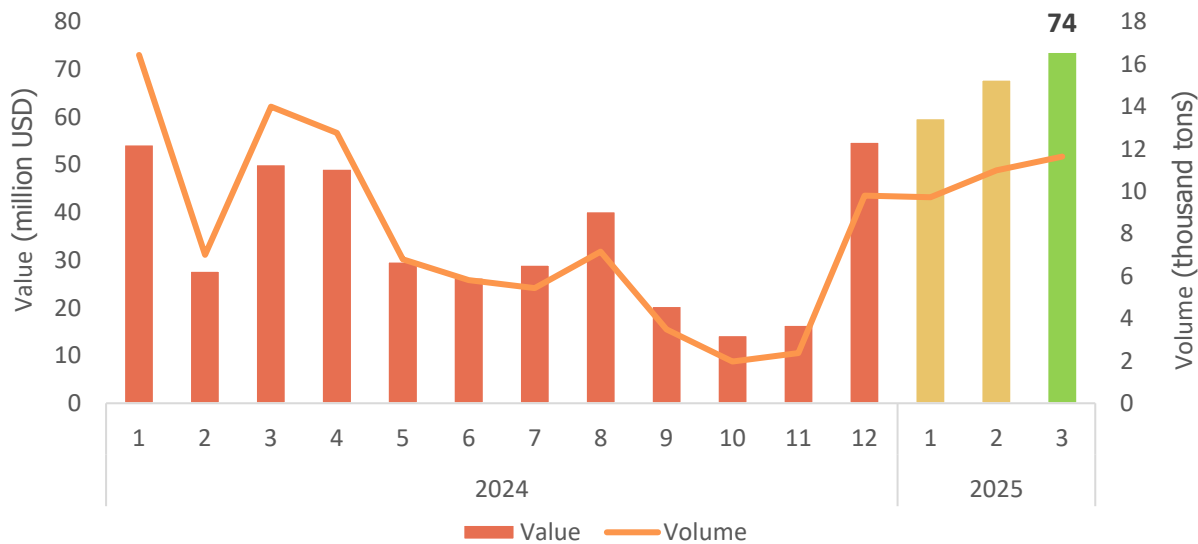
Source: Vasep (Apr-2025)



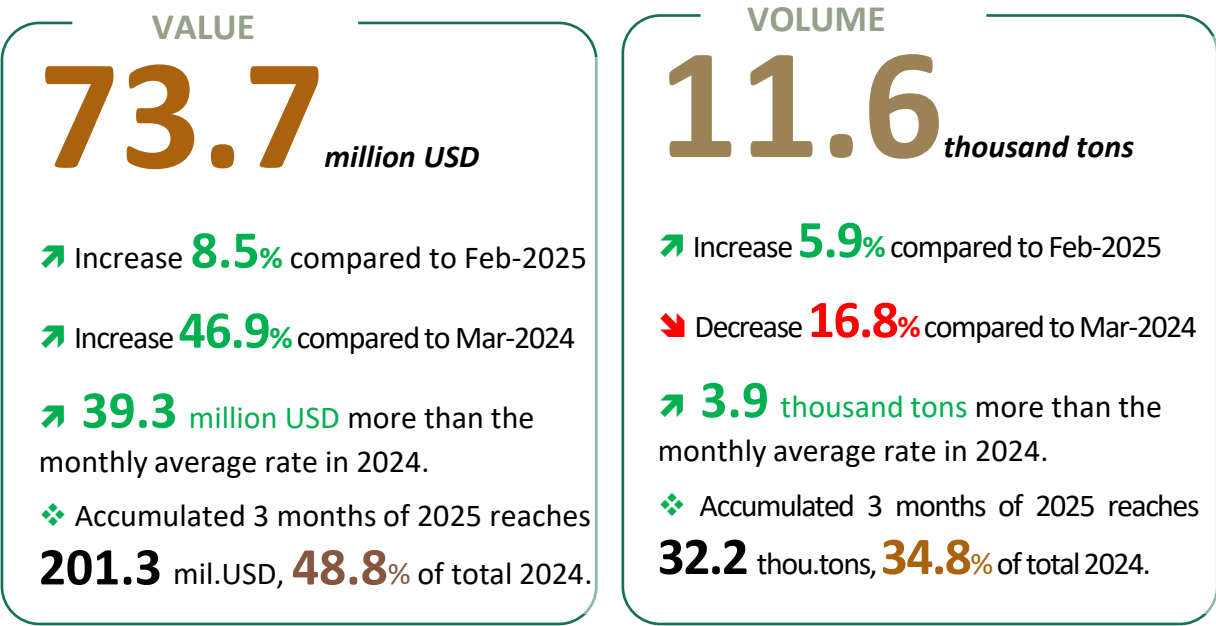


COFFEE

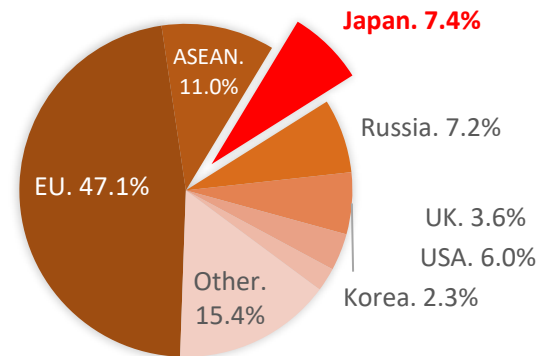
Export volume and value to Japan, Mar-2025



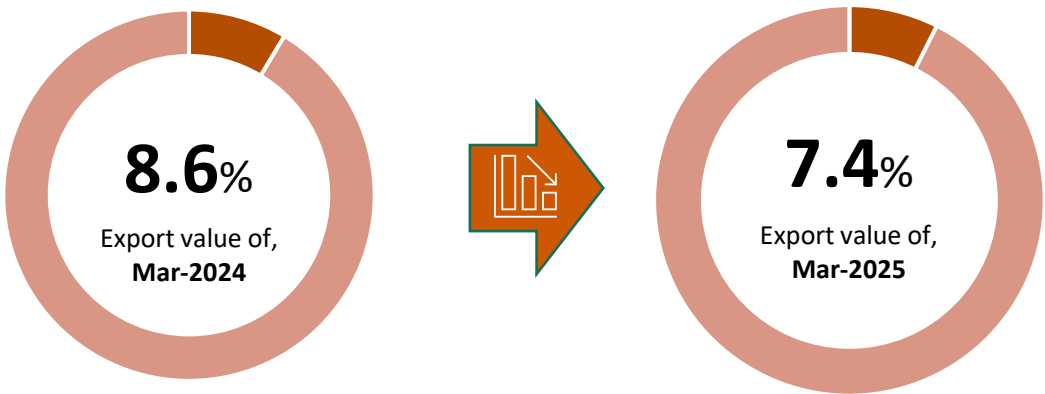
Export results to sang Japan, Mar-2025



Percentage of export value to Japan, Mar-2025



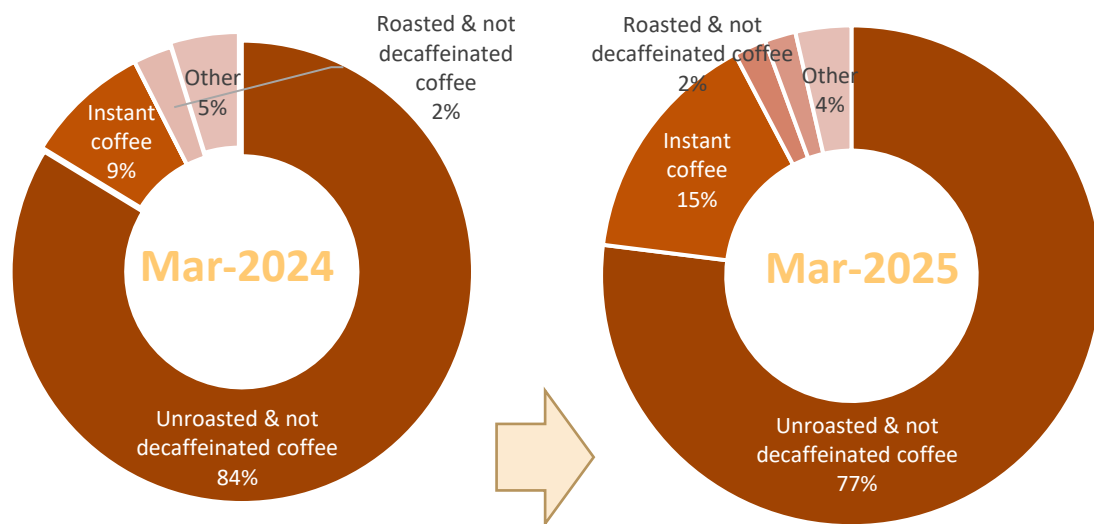
Changes in percentage of export value to Japan, Mar-2025



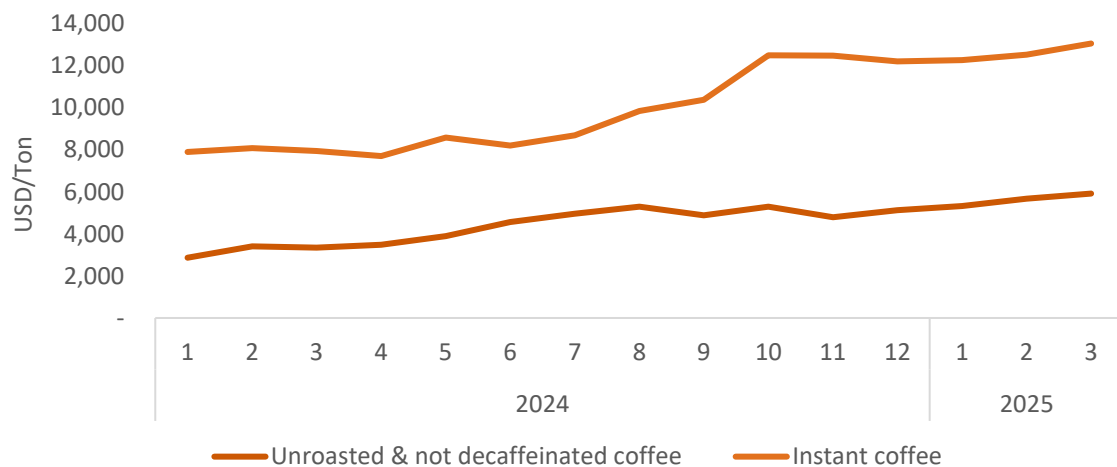
Source: Calculated from data of the Department of Customs

COFFEE

Structure of exports by products to Japan, Mar-2025



Average export coffee price to Japan, Mar-2025



Export results to Japan, Mar-2025



Unroasted & not decaffeinated coffee

Value: **56.6** million USD

Increase **2.7%** compared to Feb-2025

Increase **41.4%** compared to Mar-2024



Instant Coffee

Value: **11.3** million USD

Increase **0.6%** so compared to Feb-2025

Increase **169%** compared to Mar-2024



Roasted & not decaffeinated coffee

Value: **1.5** million USD

Increase **126%** compared to Feb-2025

Increase **14.5%** compared to Mar-2024

Instant Coffee

The average export price in Mar-2025 is **13.042** USD/ton; increase **4.3%** compared to previous month; and increase **64.2%** compared to the same month of 2024.

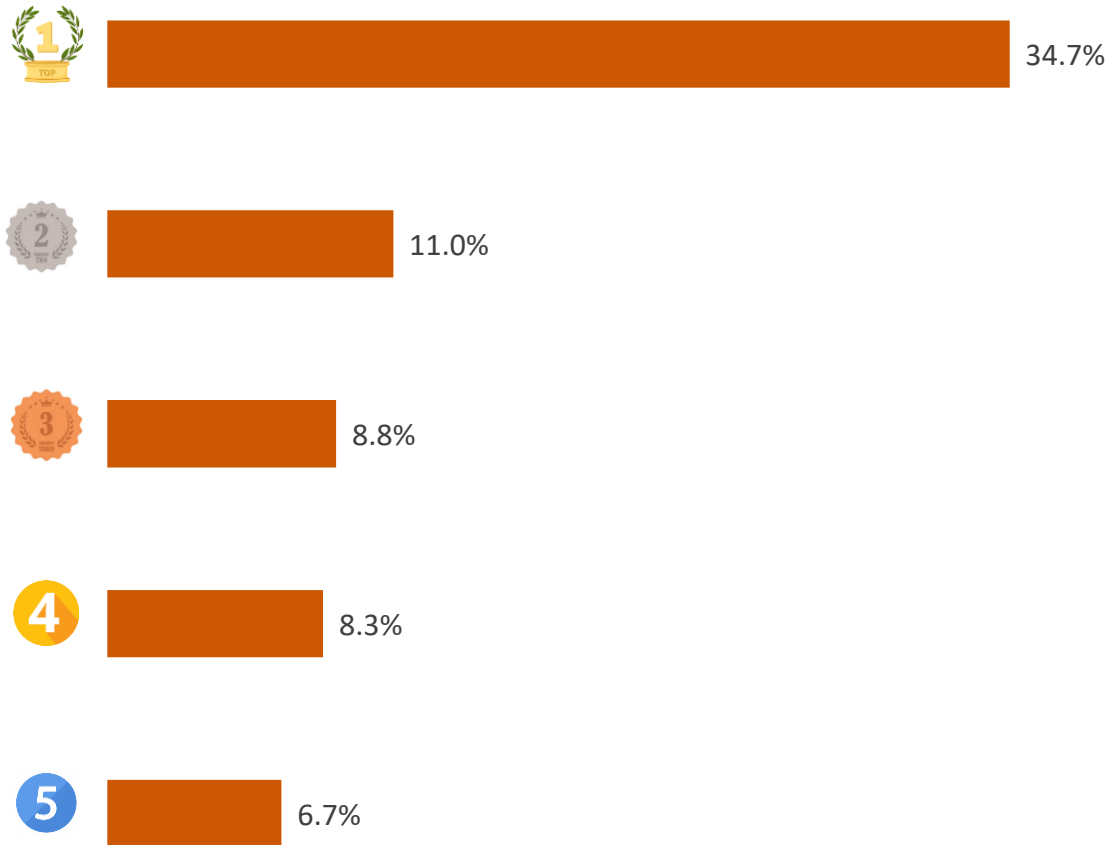
Unroasted & not decaffeinated coffee

The average export price in Mar-2025 is **5.912** USD/ton; increase **4.2%** compared to previous month; and increase **76.7%** compared to the same month of 2024.

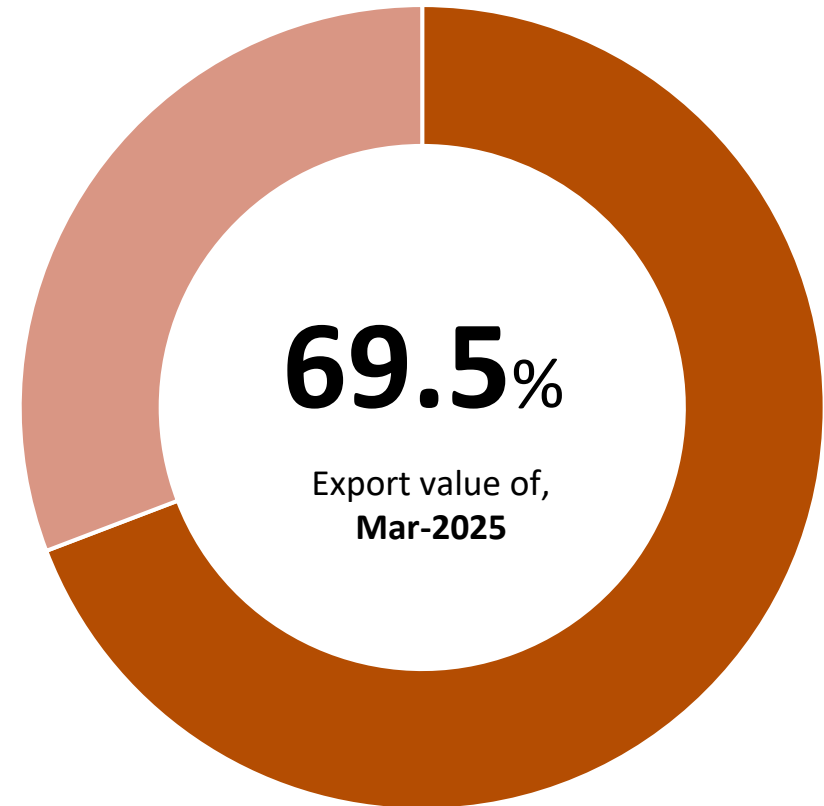


COFFEE

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



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





The Japanese coffee market will grow from \$5.43 billion in 2024 to \$5.66 billion by 2033, with a compound annual growth rate (CAGR) of 0.47%. This growth is driven by the increasing demand for specialty coffee, the growth of specialty coffee shops, and the trend of consuming convenient and high-end coffee products.

Source: globenewswire.com

UCC Ueshima Coffee Co. is pioneering the use of green hydrogen coffee roasting technology, which is scheduled to start mass production from April 2025. This method is not only environmentally friendly, but also helps to better control the roasting temperature, thereby creating a richer and more unique coffee flavor.

Source: asahi.com



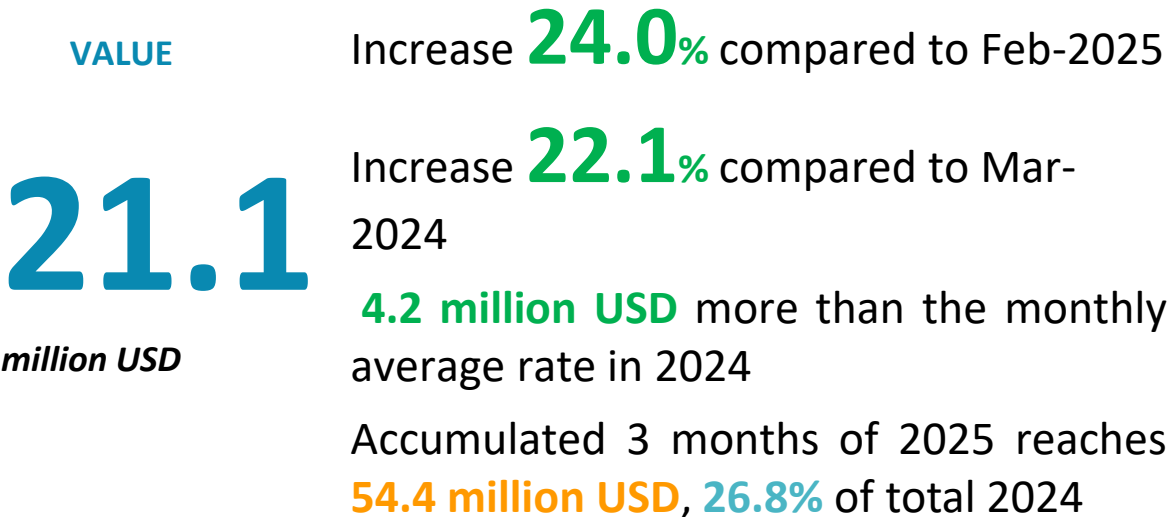


FRUITS AND VEGETABLES (EXPORT)

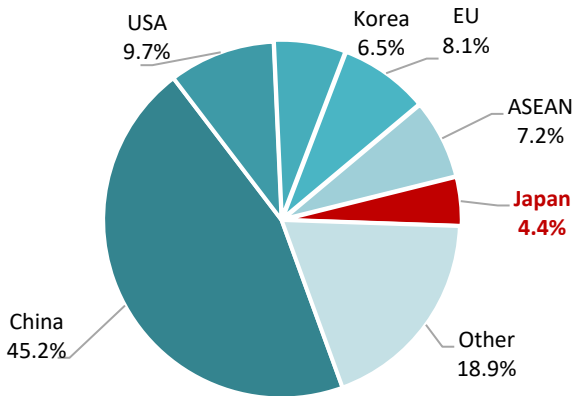
Export value to Japan, Mar-2025



Export results to Japan, Mar-2025



Percentage of export value to Japan, Mar-2025



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

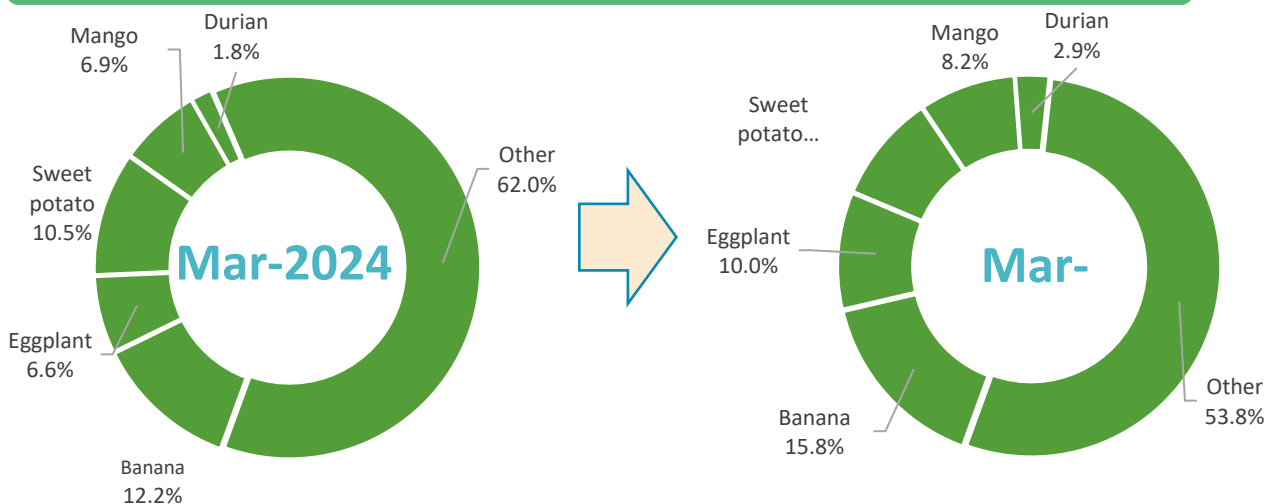


Source: Calculated from data of the Department of Customs



FRUITS AND VEGETABLES (EXPORT)

Structure of exports by products to Japan, Mar-2025



Eggplant

Value: **2.1** million USD

Increase **35.5%** compared to Feb-2025

Increase **68.9%** compared to Mar-2024



Sweet potato

Value: **1.9** million USD

Increase **20.4%** compared to Feb-2025

Decrease **2.2%** compared to Mar-2024

Export results to Japan, Mar-2025



Banana

Value: **3.3** million USD

Decrease **6.2%** compared to Feb-2025

Increase **43.8%** compared to Mar-2024



Mango

Value: **1.7** million USD

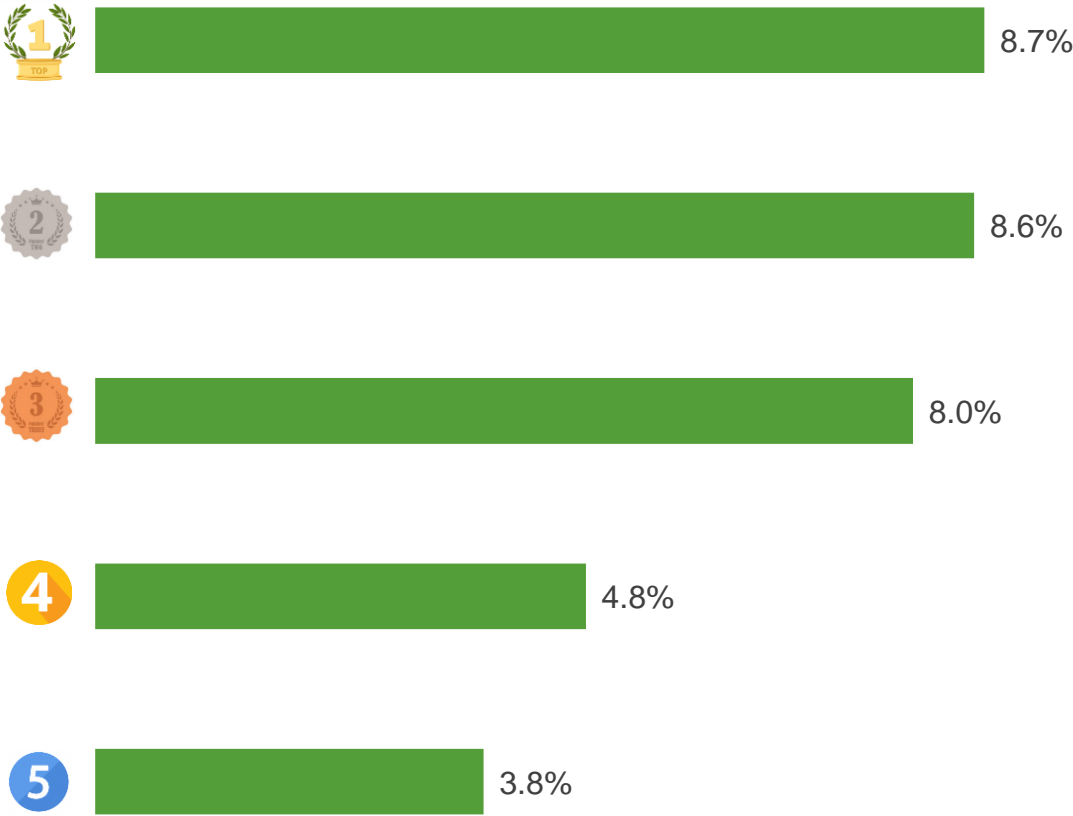
Increase **21.2%** compared to Feb-2025

Increase **31.8%** compared to Mar-2024

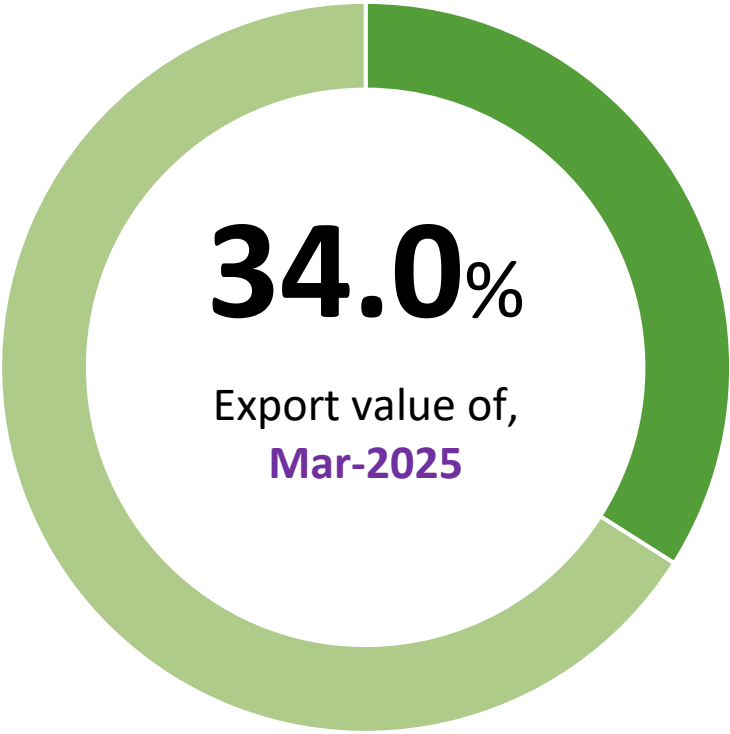


FRUITS AND VEGETABLES (EXPORT)

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



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



Source: Calculated from data of the Department of Customs



FRUITS AND VEGETABLES (IMPORT)

Import value from Japan, Mar-2025



Import results from Japan, Mar-2025

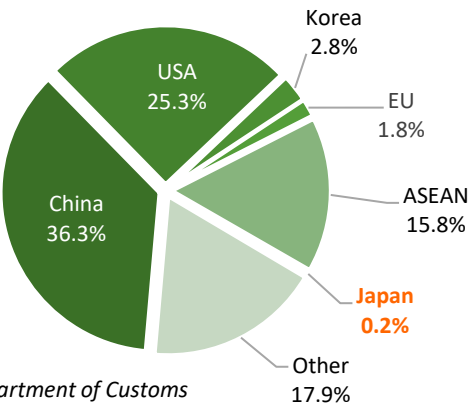


Decrease **22.3%** compared to Feb-2025

Decrease **21.2%** compared to Mar-2024
158.4 thousand USD less than the monthly average rate in 2024

Accumulated 3 months of 2025 reaches **1.6 million USD**, **24.3%** of total 2024

Percentage of import value from Japan, Mar-2025



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



Source: Calculated from data of the Department of Customs



Japanese farmers control diseases by using indigenous insects

A bell pepper farmer in Shibushi City, Kagoshima Prefecture, Japan, has created a simple, effective and inexpensive method to kill pests using young tobacco leaf beetles, native beetles that feed on pests such as mealybugs and thrips. Since the young bugs do not fly away, they stay on the plant and destroy pests, which helps to control natural pests without the use of pesticides. This method is applicable to both greenhouses and outdoors. This is a practical, environmentally friendly solution that supports the development of sustainable organic agriculture in Japan.

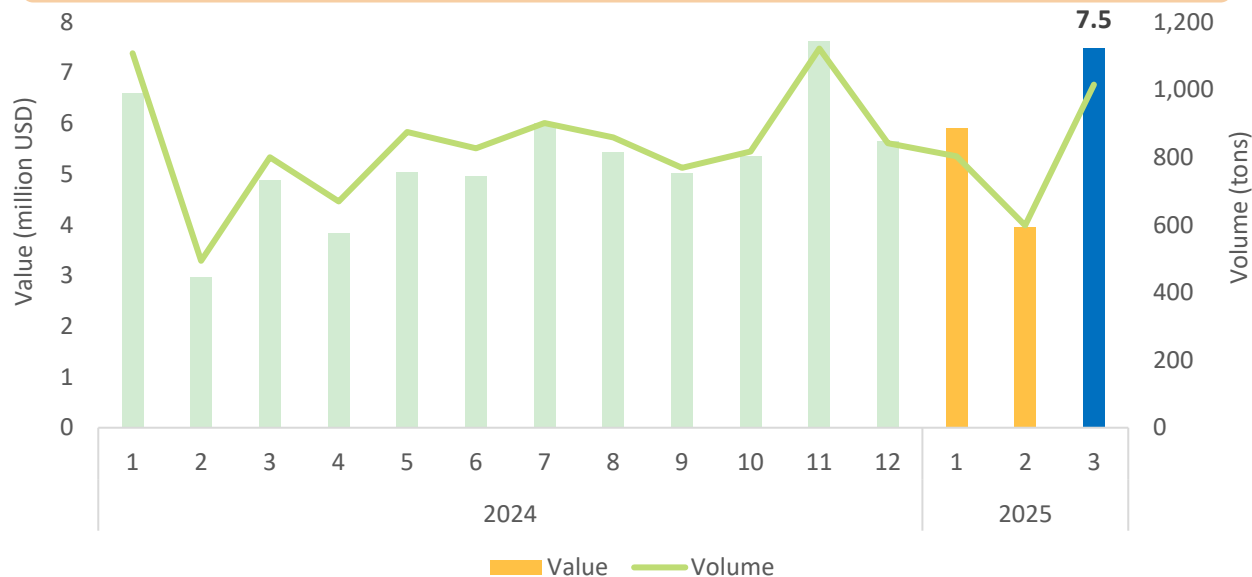
Source: Agrinews.co.jp





CASHEW NUTS

Export volume and value to Japan, Mar-2025



Export results to Japan, Mar-2025

VALUE
7.5 million USD

↗ Increase **89.8%** compared to Feb-2025

↗ Increase **53.8%** compared to Mar-2024

↑ **2.21 million USD** more than the monthly average rate in 2024

❖ Accumulated 3 months of 2025 reaches **17.36 mil. USD**, **27%** of total 2024

VOLUME
1.02 thousand tons

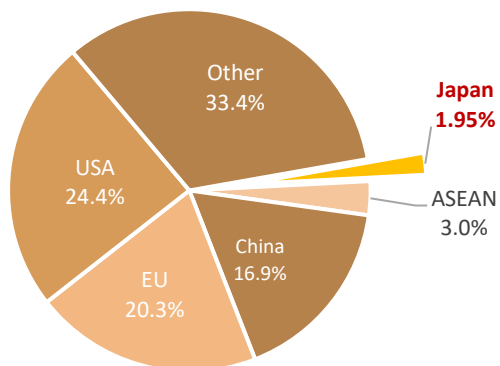
↗ Increase **69.4%** compared to Feb-2025

↗ Increase **26.9%** compared to Mar-2024

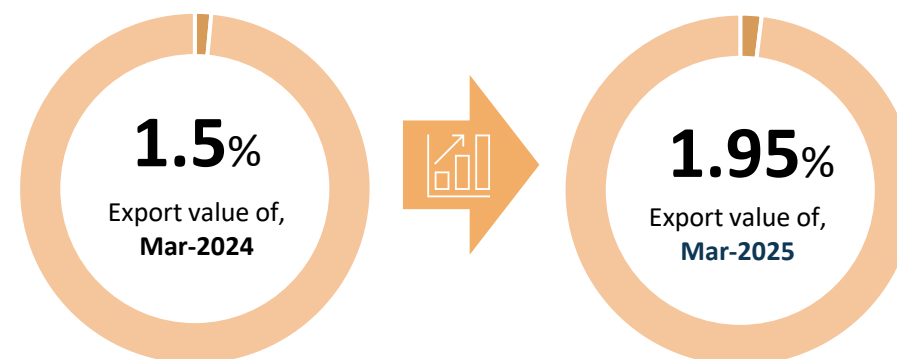
↑ **175 tons** more than the monthly average rate in 2024

❖ Accumulated 3 months of 2025 reaches **2.4 thou.tons**, **24%** of total 2024

Percentage of export value to Japan, Mar-2025



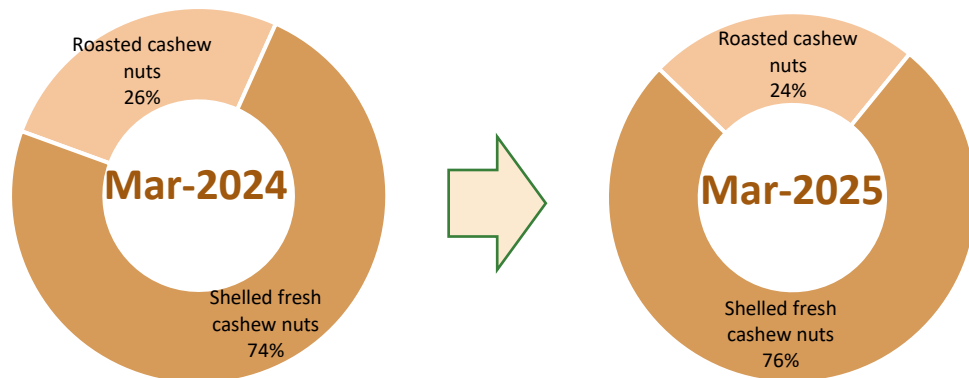
Changes in percentage of export value to Japan, Mar-2025



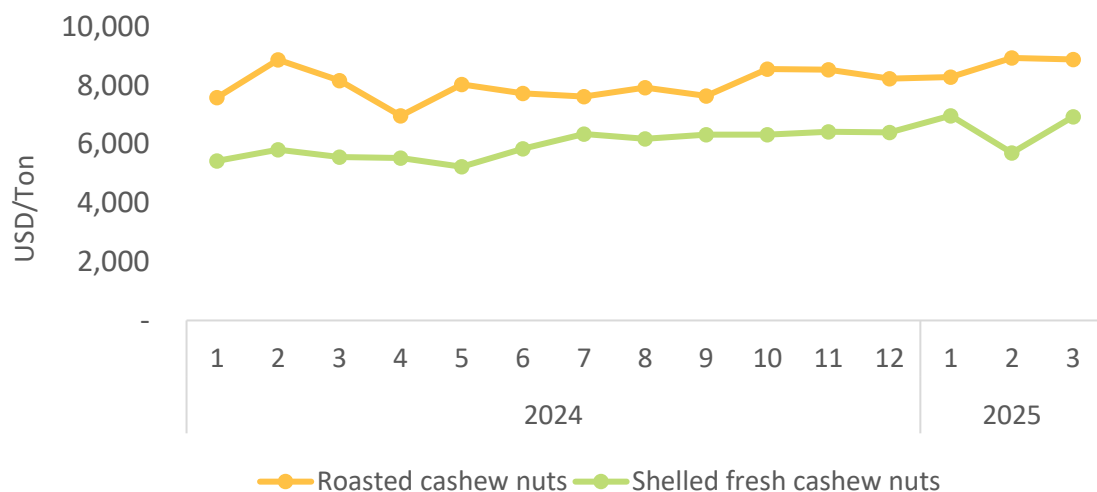


CASHEW NUTS

Structure of exports by products to Japan, Mar-2025



Average export cashew nuts price to Japan, Mar-2025



Export results to Japan, Mar-2025



Shelled fresh cashew nuts

Value: **3.06** million USD

Increase **87%** compared to Feb-2025

Increase **59%** compared to Mar-2024



Roasted cashew nuts

Value: **1.77** million USD

Increase **99%** compared to Feb-2025

Increase **59%** compared to Mar-2024

Shelled fresh cashew nuts

The average export price in Mar-2025 is **6.926** USD/ton; **increase 22%** compared to previous month; and **increase 25%** compared to the same month of 2024.

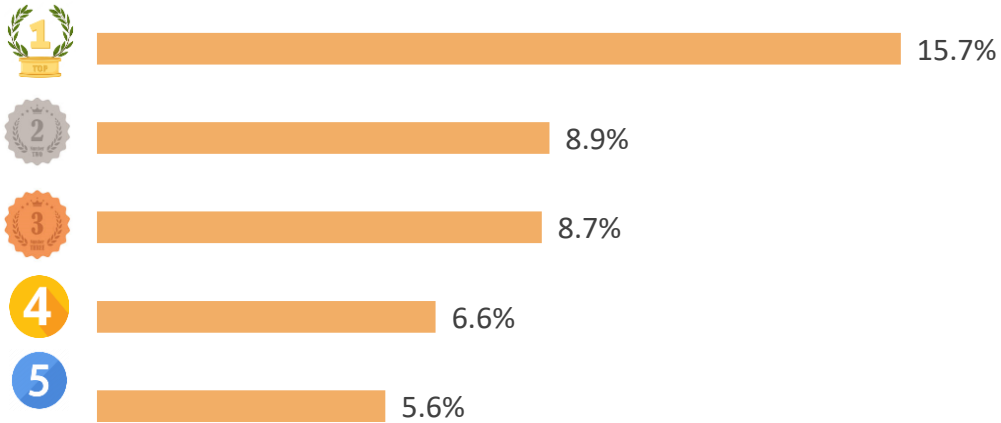
Roasted cashew nuts

The average export price in Mar-2025 is **8.877** USD/ton; **decrease 0.5%** compared to previous month; and **increase 8.8%** compared to the same month of 2024.

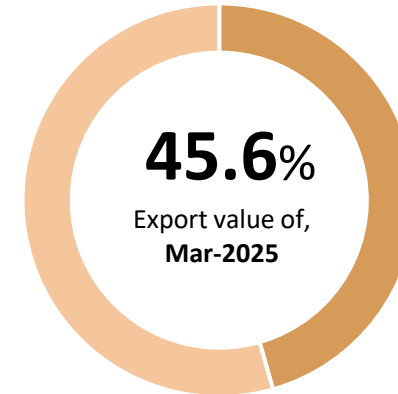


CASHEW NUTS

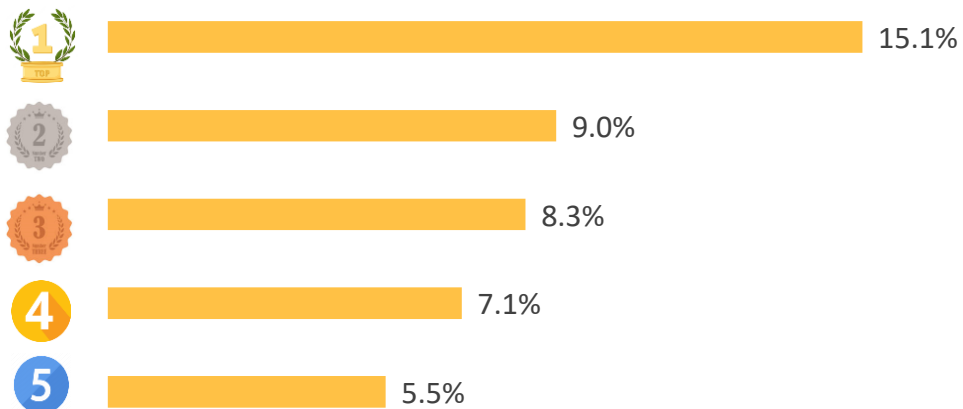
TOP 5 export enterprises by value to Japan, Mar-2025



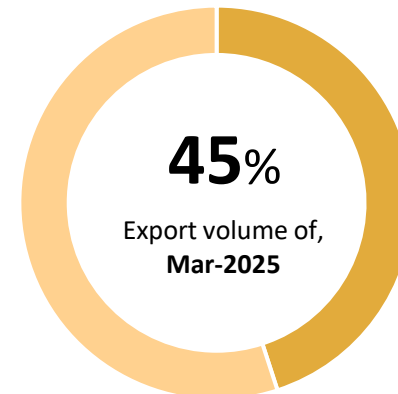
Value ratio of TOP 5 export enterprises to Japan, Mar-2025



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



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



CASHEW NUTS

SPOTLIGHTS



Japan Consumer Protection Agency: Adding cashew nuts to the list of mandatory allergy labeling

Japan's Consumer Protection Agency will add cashew nuts to the list of ingredients that are required to be allergenic label. In recent years, as the trend of healthy living style has increased, the consumption of nuts has also increased, leading to an increase in the number of allergy cases, including severe cases. Therefore, this agency calls on consumers and businesses to be more vigilant.

According to the 2023 Food Allergy Health Damage Survey, of about 6,000 reported cases, nuts were the cause of 24.6%, second only to chicken eggs (26.7%). In particular, the number of cashew nut allergy cases has increased by 60% compared to the previous survey in 2020. Of these, there are 37 serious cases such as anaphylaxis or disorders of consciousness.

In order to minimize damage caused by allergies, it is important to provide accurate information to consumers. The Department of Consumer Protection also recommends that businesses report product recalls if labeling errors occur. At the same time, it is recommended that consumers inform their allergy information to restaurants in advance when eating out to prevent risks.

Source: *nikkei.com*



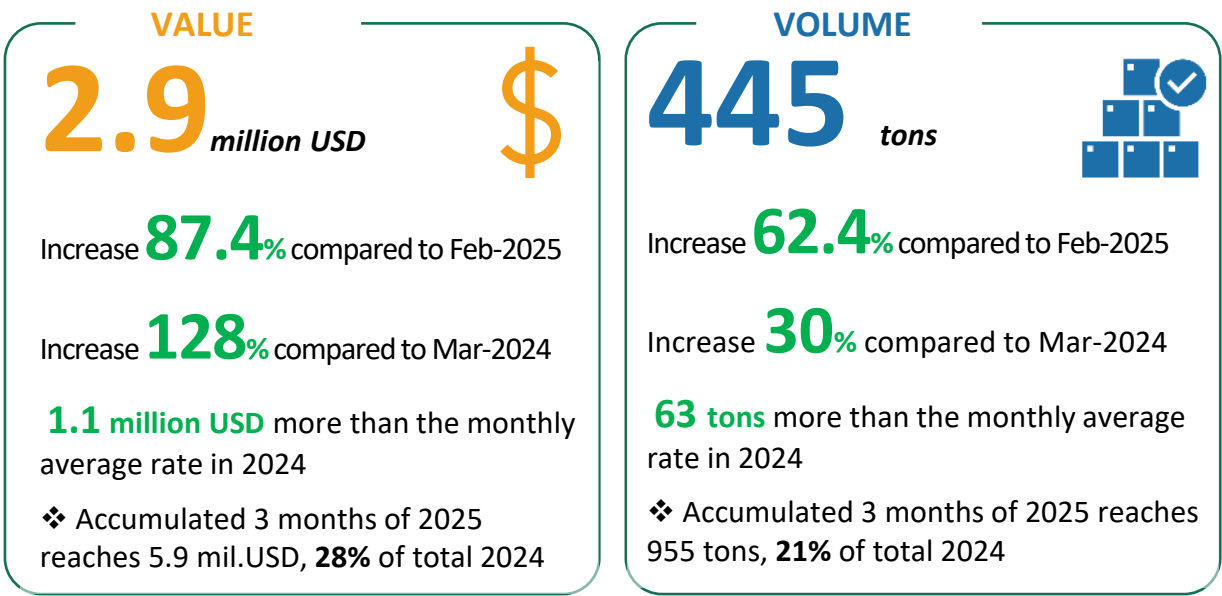


PEPPER

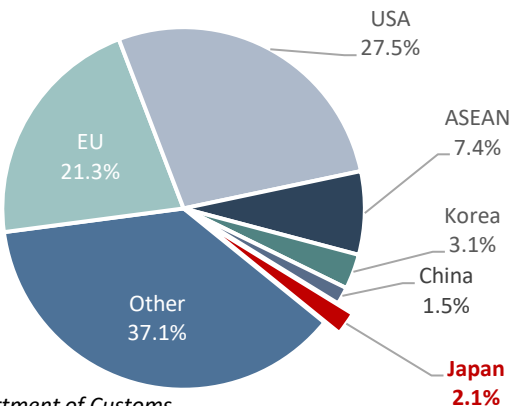
Export volume and value to Japan, Mar-2025



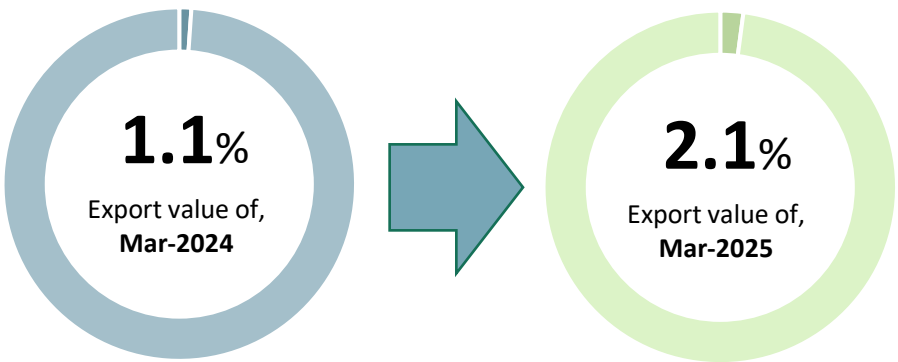
Export results to Japan, Mar-2025



Percentage of export value to Japan, Mar-2025



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

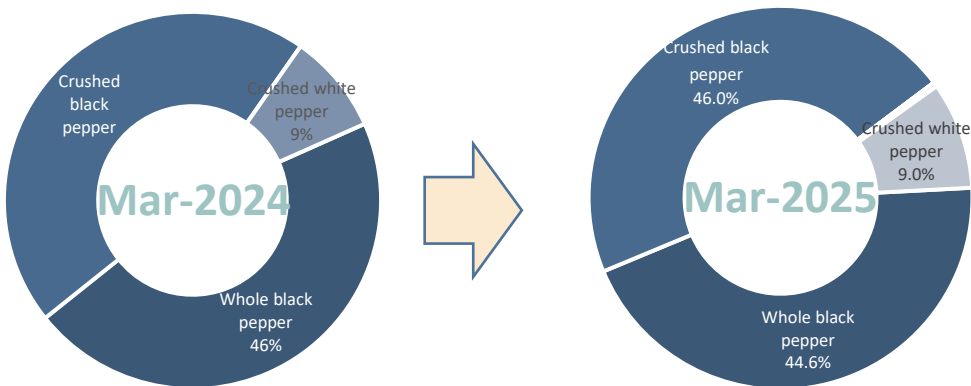


Source: Calculated from data of the Department of Customs

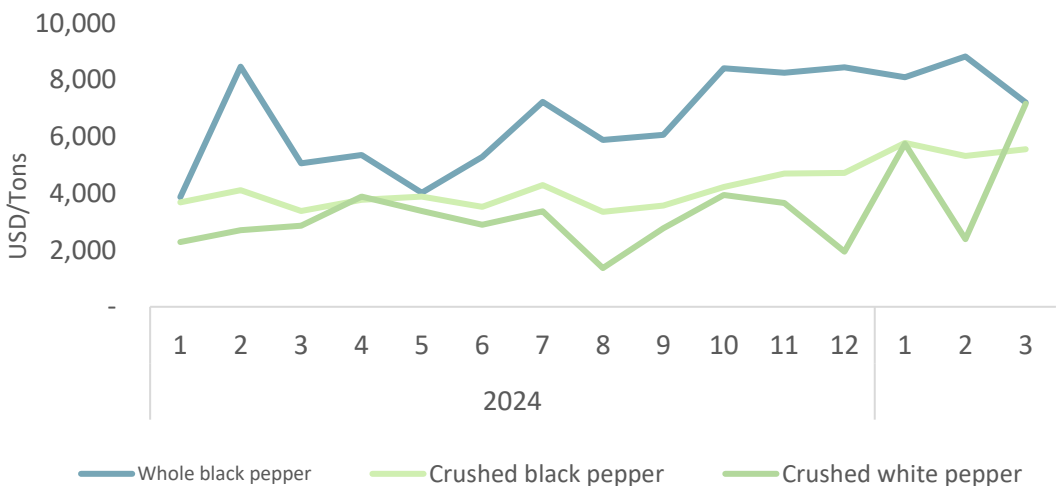


PEPPER

Structure of exports by products to Japan, Mar-2025



Average export pepper price to Japan, Mar-2025



Export results to Japan, Mar-2025



Whole black pepper

Value: **1.29** million USD

Increase **155%** compared to Feb-2025

Increase **121%** compared to Mar-2024



Crushed black pepper

Value: **1.33** million USD

Increase **149%** compared to Feb-2025

Increase **131%** compared to Mar-2024

Whole black pepper

The average export price in Mar-2025 is **7,230** USD/ton; **decrease 18.4%** compared to previous month; and **increase 42.3%** compared to the same month of 2024.

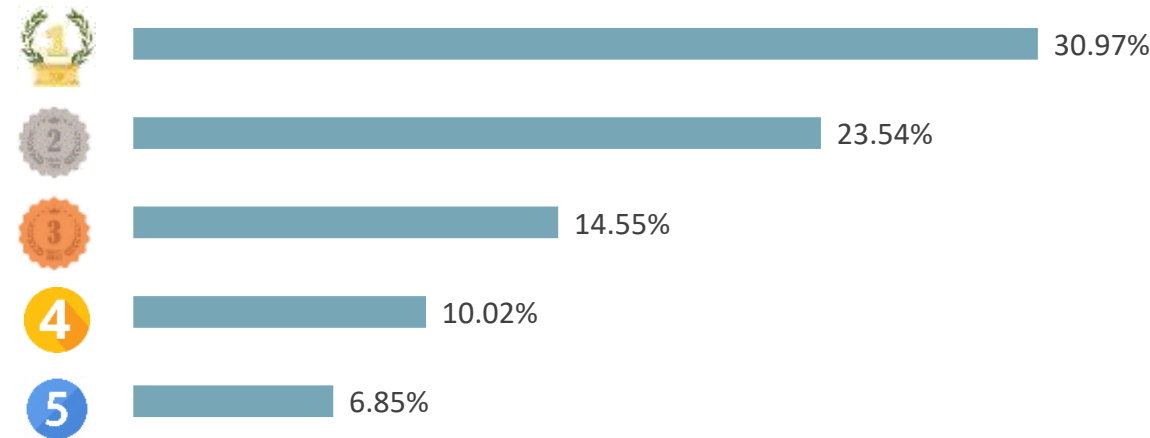
Crushed black pepper

The average export price in Mar-2025 is **5,560** USD/ton; **increase 4.6%** compared to previous month; and **increase 64.7%** compared to the same month of 2024.

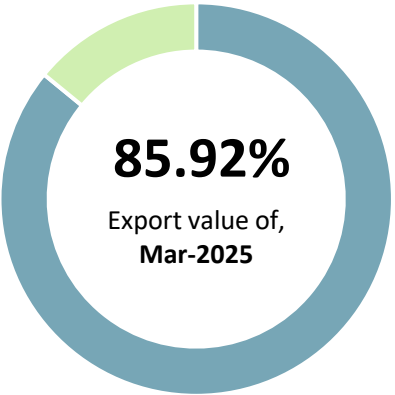


PEPPER

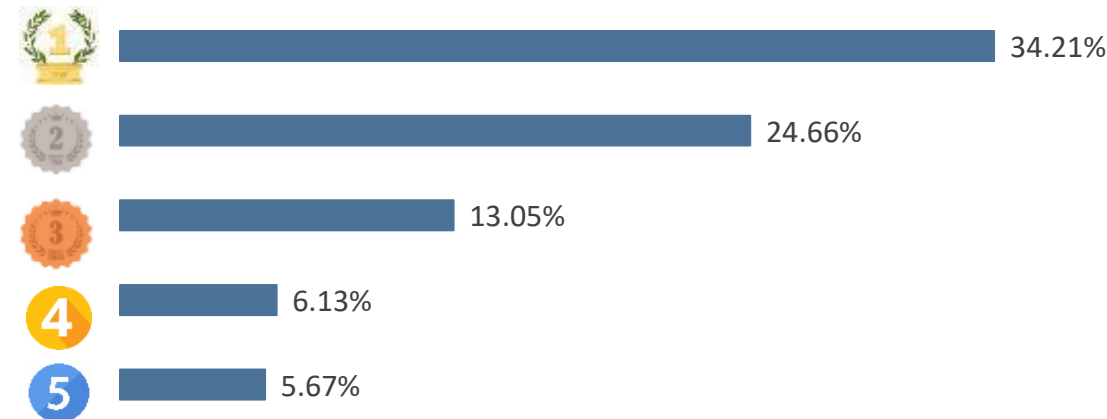
TOP 5 export enterprises by value to Japan, Mar-2025



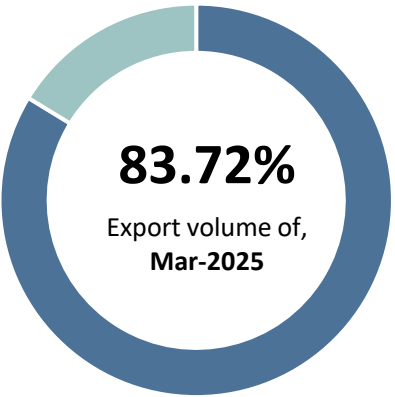
Value ratio of TOP 5 export enterprises to Japan, Mar-2025



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



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

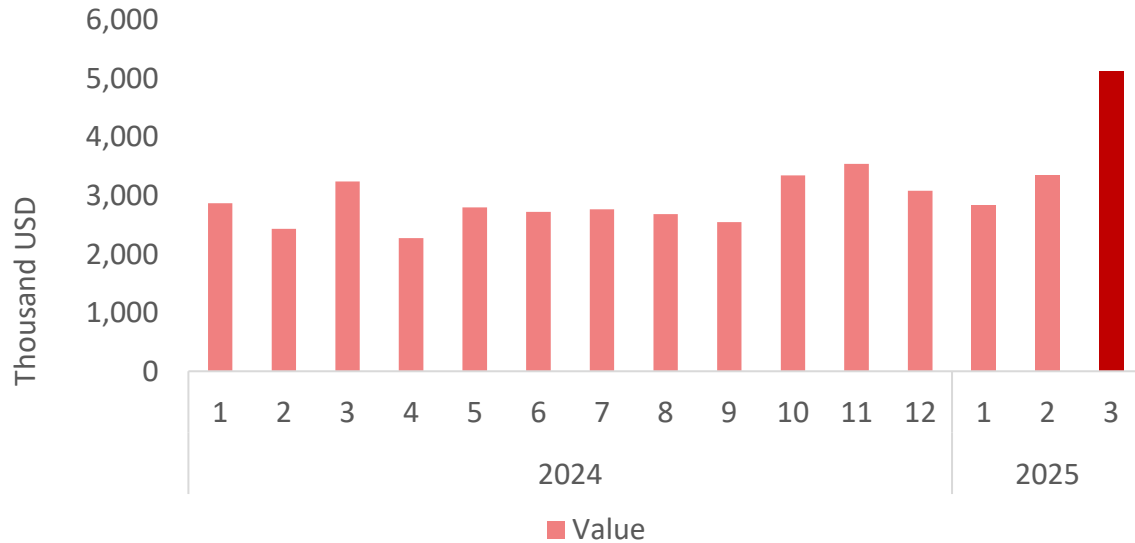


Source: Calculated from data of the Department of Customs

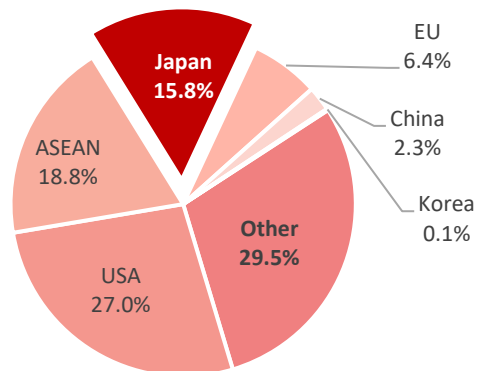


MEAT AND MEAT PRODUCTS (EXPORT)

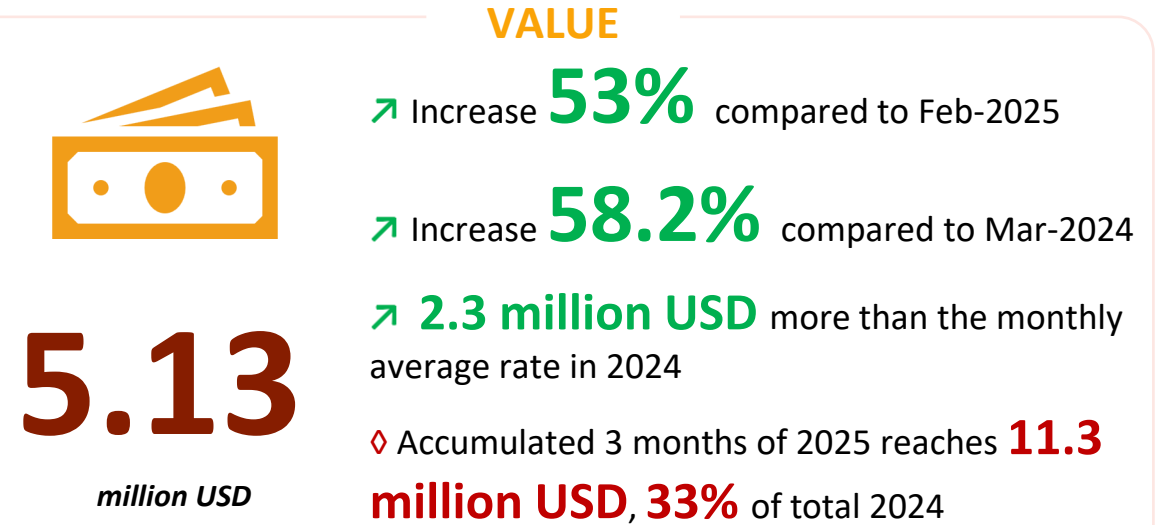
Export value to Japan, Mar-2025



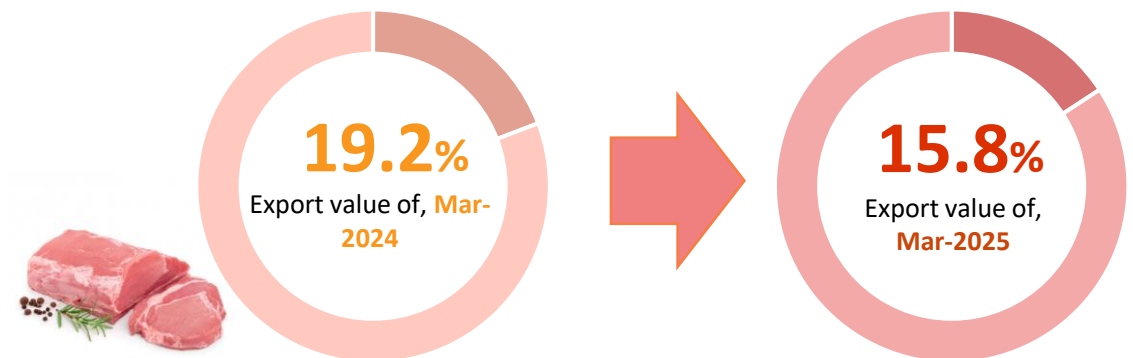
Percentage of export value to Japan, Mar-2025



Export results to Japan, Mar-2025



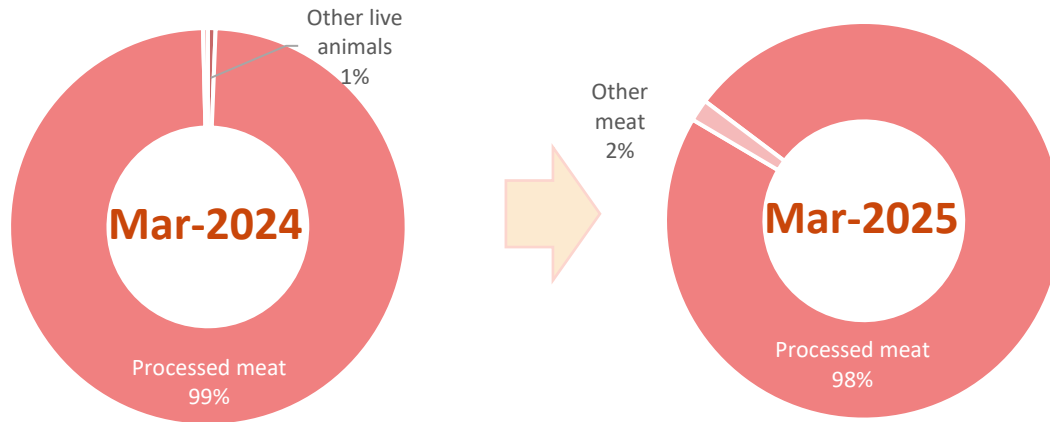
Changes in percentage of export value to Japan, Mar-2025





MEAT AND MEAT PRODUCTS (EXPORT)

Structure of exports by products to Japan, Mar-2025



Export results to Japan, Mar-2025



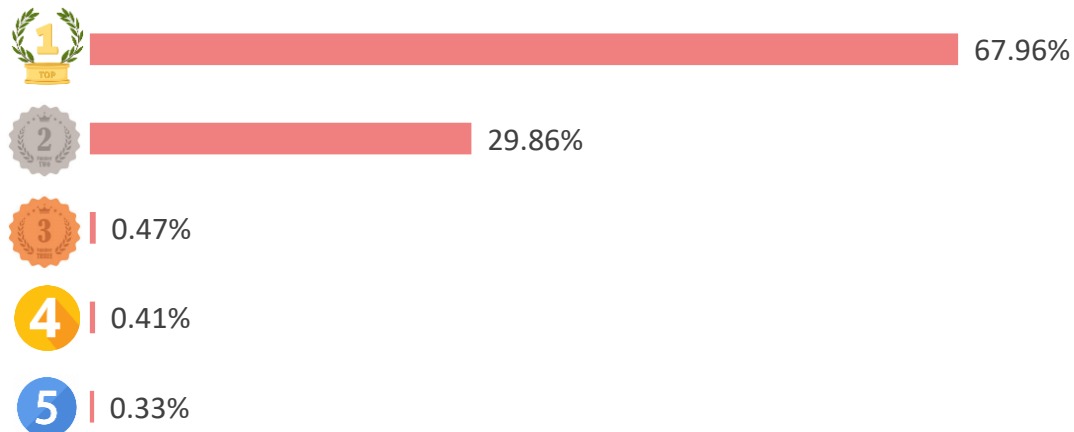
Processed meat

Value: **5.04** million USD

Increase **52.5%** compared to Feb-2025

Increase **56.9%** compared to Mar-2024

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



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





Any comments. please send to:

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