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Market Development Reports

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Report Highlights:

Salads, ecological developments, distribution, new sales outlets, and a follow-up on whiskey are all trends that mark this month's issue.

Japan Food Trends (JFT) communicates Japanese food and lifestyle trends that may help U.S. exporters to generate product and marketing ideas.

Executive Summary:

Editors Note:

Meeting the needs of consumers in this changing economic climate has become a concern for many. While considering this ourselves, we have come across a variety of important topics to discuss. Because money has become tight people are demanding the same, if not better, quality product at a cheaper price. At the same time, they are not willing to sacrifice on quality which has driven health into the spotlight.

Convenience is a major necessity. People now look for easy and efficient ways to purchase ingredients and cook meals without the hassle of travel and preparation.

On a side note: Whiskey is continuing to make a comeback with new and affordable Highballs that are quickly becoming a new sensation across Japan.

General Information:

Please visit <http://us-ato.jp/english/market/report/pdf/JA%20JFT%20July%202009.pdf> to see the entire July 2009 Japan Food Trends.