

Seasonings, Spices and Other Ingredients

October 14, 2011

THE MARKET OF PROCESSED TOMATO PRODUCTS IS BOOMING / POPULAR IMPORTED SPICES AND SEASONINGS AT FOOD SPECIALTY STORES

The market of processed tomato products is booming

Processed tomato products can be separated into tomato seasonings such as ketchup and tomato sauce, tomato ingredients such as whole tomatoes, and beverages such as tomato juice or mix juices including tomatoes. Import volumes of "tomato puree" and "adjusted tomatoes" that becomes the ingredients for tomato products is shown as below. The lycopene effect of the tomato helps make a healthy body and this is in the background of the increased consumption. Also, more people are starting to eat vegetables and people are more likely to eat at home, which causes the rise of demands for tomato seasonings. The dishes go "well with rice" either stewed or fried, and this is supported among mothers who want their children to eat more vegetables. Tomato flavor is about to become part of the typical "Japanese" seasonings such as soy sauce, miso, and vinegar. There will be more opportunities to use tomato sauce and tomato ingredient (whole and cut) by professionally cooking them.

Movements in the Imported Tomato Products

Units : t, 1 million yen

		2006	2007	2008	2009	2010	YY(%)
Tomato puree	Quantity	109,596	111,250	109,708	90,473	48,795	117.5
	Amount	9,916	11,218	12,036	11,215	5,307	101.5
Adjusted tomatoes	Quantity	92,072	92,880	96,657	99,167	50,976	112.7
	Amount	9,543	10,577	11,009	11,887	5,529	101.4
Tomato ketchup	Quantity	6,973	6,916	6,498	6,167	3,312	102.8
	Amount	734	472	716	647	349	105.9
Tomato sauce	Quantity	561	780	627	622	292	69.4
	Amount	112	116	115	81	34	54.9
Tomato juice	Quantity	828	728	676	536	225	66.4
	Amount	123	108	100	54	14	34.7
Vegetable juice	Quantity	1,063	2,443	2,806	1,810	383	58.7
	Amount	382	1,288	1,361	641	74	9.6
Total	Quantity	211,090	214,889	216,974	198,776	99,772	109.2
	Amount	20,810	24,087	25,337	24,524	10,837	91.2

Sources : Shokuhin Sangyo Shim bun (Trade Statistics by Ministry of Finance)

There is another reason in the background of the increasing varieties of single purpose seasonings (mixed seasonings) that could be used to make delicious foods without messing up. It is the progression of the aging society. In households of the elderly with

small number of family members, even if they have the skill to cook from the basic seasonings, they cannot make a large amount, and since it is troublesome, more people are using single purpose seasonings. As long as you prepare the main ingredients, most menus only require one cookware such as a pan or a pot. There are types where you cook using the microwave and this applies to the trend of microwaves functioning as a cookware. Also, including households with few members like the younger generation, the target is likely to continue its growth. Tomato flavor is a flavor for all generation, from children to elderly, and it overlaps with the Japanese people's high consideration in health. Specialists think that experimenting for the flavor that the general consumers are looking for would lead to the increase of future imports on tomato related products.

Popular imported spices and seasonings at food specialty stores

We conducted a survey about top sellers at Meijiya which deals in many high-class imported foods. Meijiya has 17 stores in Japan.



- For olive oil, it is Monini (250 ml, 945 yen) from Italy. The fresh fragrance of the early picked olives, and its fruity and spicy flavor is the reason for its popularity. It doesn't have peculiarity and many people eat it with bread.
- For wine vinegar, it is PONTI's Aroma Antico (red/white) (250 ml, 315 yen) from Italy. It uses wine 100% and it is proud of its flavor and scent of coming after becoming matured in the Italian Oak barrel for 6 months. It is used as the seasonings of salad and meat dishes as well as sauces and a secret ingredient for stewed dishes.
- For sauce, it is Lea & Perrins (290 ml 651 yen, 150 ml 441 yen). Lea& Perrins Worcestershire sauce is purveyor to the royal family. It goes very well with meat dishes, and it is popular as a sauce that draws out the flavor of the ingredients. Garlic sauce is also popular (150 ml, 441 yen).

- Also from England, Colman's is mustard that is hot and makes your nose tingle. It also has thick texture and a deep flavor. The fact that it is "purveyor to the English royal household" has become a brand (100g, 450 yen).
- TABASCO from the US. This basic pepper sauce made only from 3 ingredients, red pepper, salt, and vinegar is popular for its wide use. 60 ml, 298 yen.
- Morton's rock salt (150g, 328 yen) is also a popular item from the US. The salt excavated from the underground of Texas has a round, soft saltiness and it matches any kinds of dishes from salad to meat. People of high blood pressure take "Light salt", which cuts 50% of the salt content (280g, 398 yen).
- For mayonnaise, Best Foods from Canada (433g, 599 yen) is popular. The creamy, flexible texture goes well with sandwiches, and could be used in salad dressings, dips, and white sauces.