

Sugars & Spreads

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NEW ITEMS OF IMPORTED JAM ARE INCREASING

The current situation of jam market in Japan

Looking at the jam market within Japan, in addition to strawberry jam, apple jam, and marmalade, there are blueberry, raspberry, prune, and passion fruit jams as well as jams made of vegetables and flower petals. From the diversification of the diet, there are many types of jams in the market such as jams that are cut down sugar and calories, or jams and fruit sauces that use sugar which would give you a smaller chance of getting cavities. In the background, there is the diffusion of low calorie jams that matches the consumers' interests towards health. In fact, while the sugar content for jams in 1995 was 32.4%, this number dropped greatly to 17.3% in 2007 and created the trend of low sugar content jams in the market. There are jams that have an even smaller amount of sugar content, and there are jams of fewer than 40 degrees being sold in the market. Currently, jams are used not only in snacks, deserts, or for cooking, but are also used in a wider range of dishes like a topping for yogurt or ice cream, or using it as a sauce or extra flavor in a dish.

In 2010, the production volume of jams in Japan including similar products were 53,008 tons, and adding the imported volume makes it total 59,748 tons. According to the statistics announced by the Ministry of Internal Affairs and Communications, the amount of jam consumed in one household is 1249 g. The data of 2010 jam imports is as follows. The strong yen is helping the growth of the market.

2010 Jam Import Volume

Country Name	Unit: kg						Total	YY (%)
	Citrus		Marmalade		Jam other than citrus			
	Jam	Sugarless	Sweetened	Sugarless	Sweetened	Sugarless		
China			15,042	78,614	2,556,050	427,577	3,077,263	112.2
Korea			2,235,592	69,994	146,788		2,452,374	144.0
Egypt			552,094		1,821,157		2,373,251	101.4
France	2,822	396	152,895	48,040	1,035,945	576,540	1,816,638	108.1
U.K.			110,240		225,017	2,970	338,227	89.3
Thailand			46,092		226,046		272,138	64.7
Denmark			28,617		187,217		215,834	79.3
Sweden			10,317		130,294		140,611	414.1
U.S.A.				19,364	38,953	44,837	103,154	70.7
Germany			4,910		70,263	2,584	77,757	123.9
Switzerland			6,259		67,257		73,516	67.8
Belgium	723		3,063		60,058	210	64,054	252.2
Italy	238		9,431	501	17,805	11,558	39,533	141.1
Australia			5,834		33,344		39,178	107.0
Turkey			2,052		26,078		28,130	74.8
Spain			6,354		19,479		25,833	97.8
Taiwan					18,000		18,000	73.0
Austria			1,008		16,792		17,800	51.7
Netherlands			7,991		6,146		14,137	64.4
Canada			1,964		9,335		11,299	69.9
Others					27,652		27,652	92.4
Total	3,783	396	3,199,755	216,513	6,740,576	1,066,256	11,227,279	
YY (%)	22.4	45.2	119.7	125.8	103.7	132.1	110.4	

Sources: Prepared by Shokuhin Sangyo Shinbun from Trade Statistics by Ministry of Finance.

Next, we would like to introduce the research results of the "Cover Ratio Survey of Jams at Stores" conducted by the Shokuhin Sangyo Shimibun for department stores, high-class food markets and mass retailers. The domestically-produced jams available at department stores and high-class food specialty stores are regarded as value-added jams of which ingredients and manufacturing process are strictly chosen. They use the name of the area, plantation, or hotel name of where the jam is produced. This way, the jam has confidence and safety, as well as the merit of being able to see the producer's face. Jams made from organic sugars and fruits also are starting to get popular with its determined ways and deliciousness.

On the other hand, newly imported jams are increasing. All sorts of uncommon flavors that you cannot see in Japan, as well as the great variety, determined production processes, purveyor to the royal household, and high-class products are on the shelves of the stores. St. Dalfour is one of the imported products with consistent sales at these mass sale shops.

The cover ratio survey of jams at stores

Store Name	Imported Jam
High-class Food Market	
Meijiya (Kyobashi)	Tiptree, Darbo, Bonne Maman, STAUD'S, FAUCHON, Belberry, Annes FEINSTE, Campagne&cie, Mot, Zentis
National Market Azabu (Hiroo)	Tiptree, Bonne Maman, ST. DALFOUR, Smucker's, MaryEllen, Meridian, Hero, Mot, Monastero di Vallechiera, Darbo, Fiordifrutta
Kinokuniya (Aoyama)	Bonne Maman, Tiptree, ST. DALFOUR, Monastero di Vallechiera, FAUCHON, GIROLOMONI, MUSSINI, Darbo, SCHWARZTAU, Mot, MORENO CEDRONI, Michel Montignac, Fiordifrutta, Rossini
Peacock (Aoyama)	ST. DALFOUR, Bonne Maman, FAUCHON, WR
Kaldi (Ogikubo)	Mot, L'epicurien, ST. DALFOUR, Hero, Bonne Maman, Materne, FELIX
Seijo Is hii (Shibuya)	Les Comtes de Provence, Smucker's, La mere poulard, Tiptree, ST. DALFOUR, MAC KAYS, Knott's, Bonne Maman, BRUNET, Thursday Cottage, ZUEGG
Department Stores	
Isetan (Shinjuku)	Monastero di Vallechiera, Le Cordon Blue
Seibu (Ikebukuro)	FAUCHON, Bonne Maman, ST. DALFOUR, Hero, STREAMLINE
Tobu (Ikebukuro)	STREAMLINE
Queen's Isetan (Kois hikawa)	ST. DALFOUR, Tiptree, Bonne Maman, Smucker's, CHIVERS, DUCHY, Materne, Hero
Mass Retailers	
Seiyu Sugamo Store	ST. DALFOUR, CASA
Life Heiwadai Store	ST. DALFOUR
Summit Hikawadai Store	ST. DALFOUR
Ito Yokado Mus as hi Koganei Store	Materne, DUCHY, ST. DALFOUR, Tiptree, Bonne Maman, Fiordifrutta
Ozeki Mitaka Store	ST. DALFOUR
Tokyu Store Mitaka	ST. DALFOUR, Tiptree

Sources: Shokuhin Sangyo Shimibun