

## Seasonings, Spices and Other

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~ Oils Stabilize at around JPY140 Billion and Packages Sizes of Condiments are Getting Smaller ~

Manufacturers actively propose recipes using their condiments, but product package sizes are decreasing as society ages and numbers of small households increase.

Household expenditures (from households of two or more people) on all condiments (excluding edible oils and margarine) in 2016 rose 2.0% to JPY38,249, the third consecutive year of increase. The basic Japanese condiments such as soy sauce and *mirin* continued to decline, with the exception of vinegar, while ketchup, dried soups, flavorings, dips and sauces, etc. increased.

Household edible oil sales in 2015 jumped up by 30% on the preceding year. Market size reached JPY140 billion, a new record, then stabilized.

General-purpose oils such as canola remained steady while the category of high added value

oils, such as olive oil and sesame oil, was the driver of market growth. Besides deep and shallow frying, people are getting more interested in the health benefits and flavors of oils for purposes such as light garnishing and raw use. Expectations are high for the market to get even more active.

Major oil manufacturers say that the olive oil market in the last term (April 2016 to March 2017) reached 104.7% of the preceding term in volume, and 105.1% in value. Price rises due to major reductions of production in Spain and Italy in 2015 reduced the figures, but the raw material situation settled down in 2016. Sales rebounded strongly, partly because Nisshin Oillio pushed back with a campaign to mark the 20th anniversary of their Bosco product.

Under the policy to “achieve further growth by expanding the range of business by winning new users, and encouraging light users to use products more habitually” the major manufacturers are supporting the market with a constant flow of recipe ideas, together with

Product	Total Expenditure
<b>Oil / Seasoning</b>	<b>42,880</b>
<b>Oil</b>	<b>4,631</b>
Cooking oil	3,930
Margarine	701
<b>Condiments</b>	<b>38,249</b>
Salt	450
Soy sauce	1,882
Miso	2,221
Sugar	1,237
Vinegar	949
Sauce	737
Ketchup	613
Mayonnaise & mayonnaise based seasoning	1,249
Dressing	2,202
Jam	1,241
Curry roux	1,517
Dehydrated soup	3,109
Flavor seasonings	2,394
Seasoning for rice	1,611
Japanese soup/sauce	4,753
Others	12,082

Sources: Statistics Bureau

promotion of health benefits through the media.

With the popularity of olive oil and the attention given to the functionality of constituents, oils from sources such as coconut, linseed, perilla, and rice have been closely examined for their health functions since the second half of 2014, and demand has been booming. The combined market size for coconut, linseed, and perilla has surpassed JPY26 billion, growing into the third largest category, after canola oil and olive oil.



Photos from J-oil Mills and Nisshin Oilio website

Nisshin Oilio Group are proposing the combination of health and good flavor, developing “Healthy Resetter” and “Healthy Coleste” products as special health foods. In October 2015, they also launched “Nisshin Kenko Oil Amani Plus” (Healthy Oil Perilla Plus) as the first functional food display product among edible oils.

The idea of pouring it raw onto food is popular. The “Sendo No Oil” (Freshness Oil) Series is made by a process that blocks oxidation and packed in freshness-preserving double-walled bottles that protect the oil from oxidation. It has won praise for the way it stays fresh after opening and lets you pour out just as much as you want. Snoopy bottles illustrated with the Snoopy character were launched in June 2017 (only available while stocks last).



Photos from Nisshin Oilio website