

## Sugars & Spreads

July 14, 2011

### JAM

Jam import in 2010 increased 10.4% from the previous year.

China, Korea, and Egypt with large import volumes made a total of a 2-digit increase. Due to the strong yen, imports from France, Sweden and Belgium are also on a rise.

Within the nation, jams that are healthy and convenient were sold the most. Low calorie jams received attention from consumers who did not eat jams because of its high calories. These low calorie jams are creating a new flow. There are manufacturers using "spout containers" instead of the ordinary glass or cup containers. These new types of containers do not need spoons to spread out the jam, and it appeals to families or people who live alone and "do not have time, but wants to eat a decent breakfast." Overall in the market, low priced items are doing well as well as large containers with a unit price.

On a flavor basis, jams used for blueberry yogurt sauce is very popular and it is estimated to grow even more. New flavors using fruits such as figs and black cherries are also on a rise, and they are not only used on yogurt but on ice creams and pan cakes as a dessert sauce. Making a product beyond and above bread may be the key to the increase of demand.



Suzusho sells 2 brands, a classically sweet "Hero" (Switzerland) and "darbo" (Austria) with a fruity flavor. "Hero" has sugar content of 63 degrees and its orthodox sweetness and refined fruity flavor is its characteristic. It is popular amongst consumers who want a "jam that tastes like jam" and looks for a nostalgic flavor. "Darbo" contains 70%

fruits and its rich flavor of fruits and an average sugar content of 41 degrees is its characteristic. It is becoming more known in recent years and Suzusho says that "the rich flavor that contains a lot of fruits is the best part of this jam. It is a "small luxury" that could be purchased with one coin (480 yen for 200g)."

Itochu sells "St. Dalfour" (France) which is a 100% all fruits jam where no sugar is added and only uses the sweetness of concentrated grape juice. It is sold in 70% of the mass retailers. "Streamline" from Denmark, "Bellberry" purveyor to the Royal Household in Belgium, "Chiverse" from England, "Bonne Maman" from French Andros also have large imports.

The amounts of imported honey in 2010 are as follows. 81% (32,386 t) of all imported honey is from China, and on value base, 66% (5.75 billion yen) is also from China. Next to China, the amount of honey from Argentina is 3,105 tons, Canada 2,005 tons, New Zealand 639 tons, and Hungary 568 tons. The reason why the most imports are from China is that China produces a lot of honey and they have the amount that Japan needs. Also, Japan and China have similar types of flower since the two countries are almost at the same latitude. Because of this, China can produce the type of honey that has high demand in Japan.

**Import Statistics of Honey in 2010**

	Quantity (kg)	Amount (1,000 yen)	kg (yen)
China	32,385,775	5,750,736	223
Taiwan	3,696	2,164	735
Vietnam	58,500	10,644	228
Thailand	1,560	511	411
Indonesia	446	624	1,756
Myanmar	523,025	67,930	163
Israel	1,616	4,449	3,455
U.K.	7,939	5,605	886
France	57,459	61,535	1,344
Germany	1,409	1,477	1,316
Switzerland	34,921	31,292	1,125
Portugal	512	362	887
Spain	107,558	52,708	615
Italy	48,128	46,704	1,218
Russia	1,264	292	290
Austria	2,851	2,259	994
Hungary	567,670	283,038	626
Greece	1,403	1,668	1,492
Rumania	21,673	8,898	515
Bulgaria	3,504	2,178	780
Turkey	1,100	1,089	1,242
Canada	2,004,800	733,011	459
U.S.A.	115,334	52,832	575
Mexico	180,910	60,728	421
Chili	900	1,092	
Brazil	5,264	1,933	461
Argentina	3,104,726	907,500	367
Malawi	406	563	
Australia	66,430	43,849	828
New Zealand	638,770	639,011	1,255
Total	39,949,549	8,776,682	276
(Same period of last year)	41,683,577	8,819,959	266

Sources: Ministry of Finance "Import Customs Statistics"