

Banana Market in Japan

Growth weak, yet truly exceptional

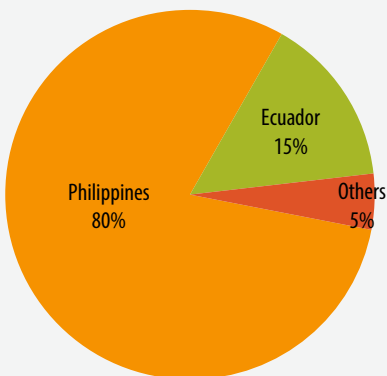
by Denis Lœillet



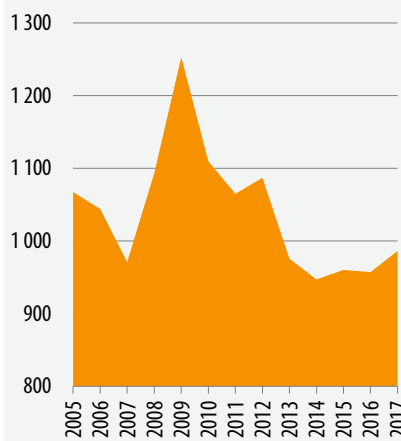
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Japan is not what it used to be. 2017 saw its banana consumption increase to near the one-million tonnes mark, at 986 000 t, i.e. growth of 3 %. This is still a long way off the 1 253 000 t registered in 2012. Due to demographic shrinkage, the consumption per capita also climbed by 3 % (+ 250 g). There were no surprises on the suppliers side, with the Philippines (80 %) dominating on the Japanese market, leaving 15 % to the world no.1 Ecuador. Nonetheless this was the Philippines' second worst performance after 2016 (79 % market share). As a reminder, the Philippines' market share peaked in 2011 and 2012 at 94 %! ■

Banana - Japan - Imports by source in 2017
(source: Customs)



Banana - Japan - Annual imports
(in 000 tonnes / source: Customs)



Banana - Japan - Consumption
(in kg per capita / source: Comtrade)

