



The Japanese Dairy Market

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Overview

Despite increased domestic production, Japan is among the leading dairy product importers in the world and it remains a critical destination for U.S. exporters. The market is not without its complexities, however, including tightly controlled access for several products and an aging and health-conscious population that increasingly includes dairy products and ingredients as part of their diet.

Scope of this report

- Covers five key dairy categories: Whey, lactose, cheese, butter and SMP.
- Provides detailed descriptions of key players in the Japanese dairy industry.
- Includes information about current product usage and recommendations for U.S. suppliers.

Research and analysis highlights

- There is a small but growing health food industry in Japan - lactose and lactose derivatives can play a key role in the formulation of functional foods and beverages for this market.
- Strong U.S. butter exports in 2008 were due to an unprecedented shortfall in domestic production. Generally, access to this market is tightly controlled, and the U.S. flavor profile is considered too bland by some confectionary and bakery manufacturers. That said, there are several opportunities for U.S. butter in other finished products.
- Processed milk production has declined steadily over the last ten years, whereas new milk beverages (such as coffee and yogurt-based drinks) have increased by 10 percent.
- Japanese processed cheese manufacturers are increasingly willing to work with U.S. suppliers in order to diversify supply – but some obstacles must first be addressed.

Top three reasons to read this report

- To learn about top players in the critical Japanese import and distribution chain.
- To gain insight into the growing health and wellness trend, of which dairy is a key component.
- To have access to analyses of our competition and an understanding of our industry's strengths and weaknesses.