

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

**Post:** Osaka ATO

### Regional Report - Kansai

**Report Categories:**

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**Approved By:**

Michael Conlon, ATO Director

**Prepared By:**

Chika Motomura, Marketing Specialist at ATO Osaka

**Report Highlights:**

The Kansai region offers U.S. food exporters great business opportunities, which are described in this report. ATO Osaka is actively promoting U.S. agricultural products in the western part of Japan and would like to invite U.S. companies to explore their business chances in the region.

## **General Information:**

### **I. ATO Osaka as a Gateway to Kansai**

ATO Osaka, located in Osaka, Kansai, is actively promoting U.S. agricultural products in the western part of Japan. Along with ATO Tokyo, it offers a series of services to assist U.S. food companies that are interested in exporting their products to Japan.

The ATO provides relevant information on the Japanese food market and facilitates U.S. companies to find business partners in Japan. For this purpose, ATO runs a bilingual business website ([www.us-ato.jp](http://www.us-ato.jp)) targeting both U.S. trades as well as their Japanese counterparts. It also reaches out to consumers with another website tailored for general public ([www.myfood.jp](http://www.myfood.jp)). In addition, under the newly developed "Trade Lead System" which connects all the 50 states in the United States on line, ATO Osaka is actively approaching food companies in western Japan in order to seek trade leads and present business chances to U.S. food exporters.

Kansai, along with other regions in Japan, offers great business opportunities, which are described in this report. ATO Osaka serves as a gateway to Kansai for U.S. exporters and would like to invite U.S. companies to explore business opportunities in the region.

Note:

- The Kansai region is defined in this report as the area which consists of the 6 prefectures: Osaka, Hyogo, Kyoto, Shiga, Nara and Wakayama. The region is also called Kinki.
- The exchange rate of \$1=93.52 yen, the average exchange rate in 2009, is used as the conversion rate in this report.

Chart 1. Map of Japan and Kansai



## II. Kansai Region

### 1. Regional Outline

Kansai lies in the center of the Japanese archipelago. The population of the region amounts to 20.9 million, which accounts for 16.3% of the total population of Japan. Its GDP totaled \$869.6 billion in 2007, representing 15.6% of the national figure, which corresponds to GDP of such countries as South Korea and the Netherlands. The main industries in the region are electric appliances, machinery, chemicals, textile, etc. The region consists of six prefectures: Osaka, Hyogo, Kyoto, Nara, Shiga and Wakayama. Osaka is the center of the region with more than 40% of the regional population and GDP concentrated in the prefecture. The presence of Osaka as the commercial center of the region is shown also by its food wholesale amount, which stands out with \$47.8 billion and represents 66.6% of the total regional wholesales amount.

Table1. Regional Comparison

	Nominal GDP (2007) (\$ million)		Population (2007) (thousand)		Households (2008)		Food wholesale (\$ million)		Food Retail Sales (\$ million)	
Hokkaido/Tohoku	649,471	11.67%	17,479	13.68%	5,964,821	11.79%	50,828	11.68%	63,408	14.53%
Kanto	2,179,115	39.17%	44,882	35.13%	18,321,475	36.20%	180,095	41.38%	154,277	35.35%
Chubu	880,715	15.83%	18,233	14.27%	6,767,259	13.37%	54,869	12.61%	60,172	13.79%
<b>Kansai</b>	<b>869,553</b>	<b>15.63%</b>	<b>20,861</b>	<b>16.33%</b>	<b>8,677,187</b>	<b>17.15%</b>	<b>71,668</b>	<b>16.47%</b>	<b>69,900</b>	<b>16.02%</b>
Chugoku	319,287	5.74%	7,631	5.97%	3,110,541	6.15%	22,319	5.13%	25,616	5.87%
Shikoku	144,726	2.60%	4,040	3.16%	1,690,670	3.34%	10,774	2.48%	13,379	3.07%
Kyushu / Okinawa	520,557	9.36%	14,645	11.46%	6,073,464	12.00%	44,977	10.34%	49,662	11.38%
<b>Western Japan</b>	<b>1,854,123</b>	<b>33.33%</b>	<b>47,177</b>	<b>36.92%</b>	<b>19,551,862</b>	<b>38.64%</b>	<b>149,738</b>	<b>34.41%</b>	<b>158,557</b>	<b>36.33%</b>

<b>Japan Total</b>	5,563,425	100%	127,771	100%	50,605,417	100%	435,176	100%	436,413	100%
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Source: Cabinet Office, Government of Japan

Note:

Each region is defined as follows, based on the categorization made by the above data source.

Hokkaido / Tohoku: Hokkaido, Aomori, Iwate, Akita, Miyagi, Yamagata, Fukushima, Niigata

Kanto: Ibaragi, Tochigi, Gunma, Saitama, Chiba, Tokyo, Kanagawa, Yamanashi, Nagano

Chubu: Toyama, Ishikawa, Fukui, Gifu, Shizuoka, Aichi, Mie

Kansai (Kinki): Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama

Chugoku: Tottori, Shimane, Okayama, Hiroshima, Yamaguchi

Shikoku: Tokushima, Kagawa, Ehime, Kochi

Kyushu / Okinawa: Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, Kagoshima, Okinawa

Table2. Prefectures in Kansai

	Nominal GDP (2007) (\$ million)		Population (2007) (thousand)		Households (2008)		Food wholesales Amount (\$ million)		Food Retail Amount (\$ million)	
<b>Shiga</b>	64,341	7.40%	1,396	6.69%	496,305	5.72%	1,059	1.48%	4,210	6.02%
<b>Kyoto</b>	107,921	12.41%	2,635	12.63%	1,096,291	12.63%	7,516	10.49%	9,426	13.49%
<b>Osaka</b>	416,187	47.86%	8,812	42.24%	3,821,714	44.04%	47,760	66.64%	30,152	43.14%
<b>Hyogo</b>	204,616	23.53%	5,589	26.79%	2,293,683	26.43%	12,509	17.45%	18,533	26.51%
<b>Nara</b>	40,097	4.61%	1,410	6.76%	545,931	6.29%	1,367	1.91%	4,004	5.73%
<b>Wakayama</b>	36,392	4.19%	1,019	4.88%	423,263	4.88%	1,457	2.03%	3,575	5.11%
<b>Kansai region total</b>	869,553	100%	20,861	100%	8,677,187	100%	71,668	100%	69,900	100%

Source: Cabinet Office, Government of Japan

## 2. Business Opportunities

The Kansai region not only represents a huge food market with its population well over 20 million, but also offers tremendous business opportunities to U.S. food exporters. Historically, Kansai used to be the political, economic and cultural center of the country for centuries. In particular, Osaka was the commercial center of the country and kept playing its vital role for hundreds of years even after the capital was relocated to Tokyo in the early 1600s. With this background, there are quite a few companies headquartered in Kansai that are active nationwide along with scores of regional companies that focus their operation locally and have dominant market shares in parts of the region. Both types of the companies offer ample opportunity to tap into this significant market.

## 3. Food Capital of Japan

The Kansai region is well known for its unique food culture characterized by the local cuisine and its keen interest in food. People in Kansai tend to select food items with a discerning palate as well as with an eye for value. They tend to be quite economical, but at the same time they are willing to buy high-priced quality foods once they appreciate their value.

Osaka is called the capital of food in Japan. Every four years, the city hosts the International Food Festival, which began in 1985. The latest festival was held in the spring of 2009 and received about 650,000 visitors during the 11 days of the festival. Considering its grand passion for food, it is understandable that companies in the region have developed numerous innovative food products for

the market. To name just a few, the world famous instant noodles were introduced in 1958 by Nisshin Food Products based in Osaka. The first retort-pouched curry was introduced in the market by Otsuka Foods in 1968 and became a big hit in Japan. The first canned coffee was introduced in Japan by UCC Ueshima Coffee based in Hyogo. The boom of functional drinks in the Japanese market was created by the introduction of "Tekkotsu Inryo" produced by Suntory, yet another Osaka-based company.

There are a plenty of food companies in Kansai, ranging from manufacturers to importers, to wholesalers and to retailers, which offer business opportunities to U.S. food exporters.

#### 4. Projects in Kansai

Along with the rest of the country, the economy of Kansai is suffering from a prolonged recession. However there are various commercial projects going on in the region, which are expected to create new business opportunities in the region.

##### 1). Umeda North Yard Development

In the north part of Osaka, the "Umeda North Yard Development Project" is under way, which is to redevelop a total of 24 hectares of central Osaka, once owned by the National Railway as a cargo station. The area is to be turned into a commercial area full of hotels, offices, shops, and houses. This project is expected to stimulate business and commercial activities in Osaka. According to an estimate made by a private company, its economic impact will amount to \$4.28 billion through the initial investment and to additional \$2.14 billion annually through consumption expected after the development is completed.

##### 2) Sales Floor Expansion by Major Department Stores

The center of Osaka is a major commercial zone with over 4 million people traveling there every day. Major department stores are crowded in the area, with total annual sales (as of 2008) amounting to around \$9.9 billion for the city of Osaka. Although the region is suffering an economic recession, department stores in the area are planning a massive increase in their sales floor space, as each store is trying to be competitive. It is reported that the total floor spaces will be expanded by 1.4 times by 2014. For example, Daimaru Department Store increased its space from 56,000 to 78,000 square meters in the spring of 2010. Mitsukoshi Isetan will open a new store with 50,000 square meters in 2011. Hankyu Department Store is under renovation with the floor expansion from 61,000 to 84,000 square meters.

While the competition among the department stores is expected to intensify, they will seek new products and new business models in order to be differentiated themselves from the other stores, which can bring about new business opportunities for U.S. exporters.

## II. Food Business in Kansai

The following describes major food wholesalers, retailers (supermarkets and department stores), food service companies and manufacturers who can be the key partners to enter the Kansai market.

### 1. Wholesalers

The following table lists the top 8 food wholesalers in Japan and shows their sales shares by region.

Table3. Major Food Wholesalers in Japan

	Company	Headquarters	Total Food Sales (\$million)				
			Nationwide (\$million)	Kanto (Share%)	Chubu (Share%)	Kansai (Share%)	Other Regions
1	Kokubu	Tokyo	15,734.6	8,281.7	1,278.9	2,124.7	4,049.4
			100%	52.6%	8.1%	13.5%	25.7%
2	Ryoshoku	Tokyo	14,994.7	6,834.9	1,662.7	2,135.4	4,361.6
			100%	45.6%	11.1%	14.2%	29.1%
3	Nihon Access	Tokyo	14,624.7	6,700.2	1,290.6	2,668.9	3,964.9
			100%	45.8%	8.8%	18.2%	27.1%
4	Kato Sangyo*	Hyogo	5,314.4	1,830.6	438.4	1,446.5	1,598.8
			100%	34.4%	8.2%	27.2%	30.1%
5	Itochu Shokuhin	Osaka	6,466.0	2,451.8	1,280.7	1,642.4	1,091.1
			100%	37.9%	19.8%	25.4%	16.9%
6	Nihon Shurui* Hanbai	Tokyo	5,068.4	1,430.7	514.3	608.4	2,515.0
			100%	28.2%	10.1%	12.0%	49.6%
7	Mitsui Foods	Tokyo	5,360.4	3,896.5	93.0	556.0	814.8
			100%	72.7%	1.7%	10.4%	15.2%
8	Asahi Shokuhin	Kochi	3,754.3	379.2	75.1	1,340.3	1,959.7
			100%	10.1%	2.0%	35.7%	52.2%

Source: Food Distribution Map by Nihon Shokuryo Shimbun 2009-2010

Note: \* The sales of Kato Sangyo and Nihon Shuri in the above table are shown on unconsolidated basis, although the order is based on a consolidated basis. This is due to the data availability.

As shown in the above table, the leading three wholesalers are based in Tokyo and their sales are predominantly made in the Kanto area. However, western-Japan-based wholesalers such as Kato Sangyo, Itochu Shokuhin and Asahi Shokuhin are remarkably active in the Kansai area, recording significant sales in the region.

### 2. Supermarkets

Supermarkets are leading food retail outlets in Japan. Along with general merchandise stores, they account for 19% of the total retail food sales in the country.

#### 1) Top 10 supermarkets in Japan

The following table lists the top 10 supermarket chains operating in Japan and shows their shares by region based on the number of stores.

Table4. Major Supermarket Chains in Japan

Company	Headquarters	Total Sales in Japan (	Total Food Sales (\$million)	Number of stores				
				Japan	Kanto (share)	Chubu (share)	Kansai (share)	Other

			\$million)	Share (%)*	Total	%)	%)	%)	Regions (share %)
1	AEON Retail	Chiba	21,562	10,780	415	134	114	40	127
			share (%)	49.99%	100%	32.3%	27.5%	9.6%	30.6%
2	Ito Yokado	Tokyo	15,361	7,277	175	118	19	11	27
			share (%)	47.38%	100%	67.4%	10.9%	6.3%	15.4%
3	Daiei	Hyogo	8,413	4,969	207	81	7	72	47
			share (%)	59.06%	100%	39.1%	3.4%	34.8%	22.7%
4	Uny	Aichi	7,807	4,870	233	32	170	9	22
			share (%)	62.38%	100%	13.7%	73.0%	3.9%	9.4%
5	Life	Osaka/Tokyo	4,824	3,906	203	91	0	112	0
			share (%)	80.96%	100%	44.8%	0.0%	55.2%	0.0%
6	Izumi	Hiroshima	4,658	1,528	83	0	0	1	82
			share (%)	32.80%	100%	0.0%	0.0%	1.2%	98.8%
7	Yorkbenimaru	Fukushima	3,615	2,663	156	42	0	0	114
			share (%)	73.65%	100%	26.9%	0.0%	0.0%	73.1%
8	Maruetsu	Tokyo	3,577	3,322	87	87	0	0	0
			share (%)	92.87%	100%	100.0%	0.0%	0.0%	0.0%
9	Heiwado	Shiga	3,501	2,026	105	0	12	93	0
			share (%)	57.86%	100%	0.0%	11.4%	88.6%	0.0%
10	Izumiya	Osaka	3,496	1,970	87	5	1	79	2
			share (%)	56.35%	100%	5.7%	1.1%	90.8%	2.3%

Source: Food Distribution Map by Nihon Shokuryo Shimibun 2009-2010

Note: The order is made on a unconsolidated basis.

The Kansai-based supermarkets are important for the economy of the region. In fact, the sales of the major Kansai-based supermarket in the region are estimated at around \$1.8 billion (as of 2009).

## 2). Major Regional Supermarkets

There are other regional supermarkets that also present significant opportunities in the region. They offer major business opportunities for U.S. exporters.

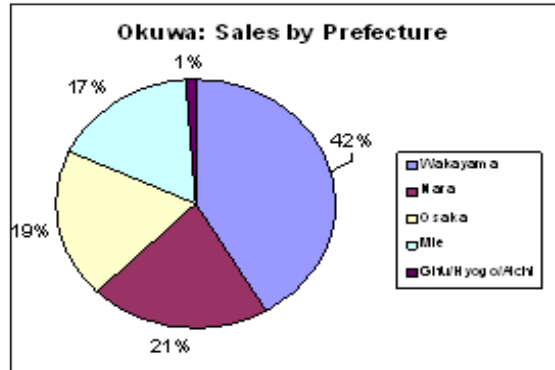
### a). Okuwa (<http://www.okuwa.net/corpo/>):

Company	Headquarters	Total Sales in Japan (\$ million)	Food Sales (\$ million) Food Share (%)	No. of Stores	Sales Area
Okuwa	Wakayama	2,640	1,958	143	Wakayama, Osaka, Nara, Mie, Aichi and Gifu.
		Share (%)	74.18%		

Source: Food Distribution Map by Nihon Shokuryo Shimibun 2009-2010

Okuwa is one of the major regional supermarkets, with food sales in the region comparative to the regional sales of the other national supermarket described above. Its sales are predominantly made in Wakayama with 42%. Rather than competing against large shopping centers such as AEON, the company has developed the strategy to focus on food segment and to create multiple business categories to meet a wide variety of food demand in the region. They currently operate in five business categories: supermarket (Okuwa), shopping center (Okuwa), super center (Super Center Okuwa), food discount (Food Center Price Cut), and high-end supermarket (Mesa).

## Chart 2. Okuwa Sales Store



Source: Nikkei MJ July 6, 2009

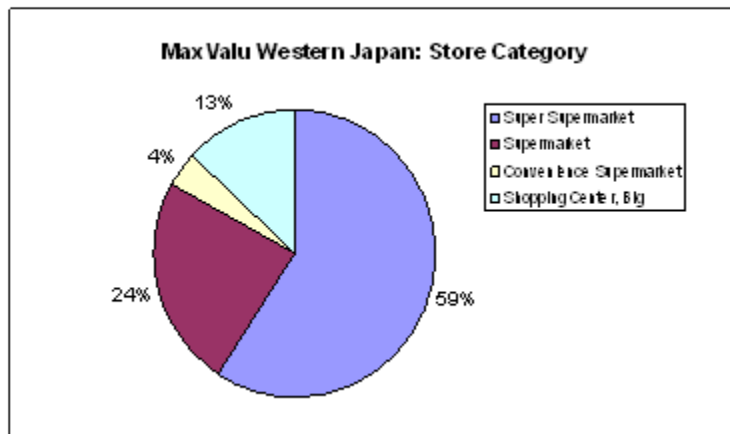
b). Max Value West Japan (<http://www.maxvalu.co.jp/>)

Company	Headquarters	Total Sales in Japan (\$ million)	Food Sales (\$ million) Food Share (%)	No. of Stores	Sales Area
Maxvalue Western Japan	Hyogo	2,265	2,108	144	Hyogo, Hiroshima, Okayama, Kagawa, Ehime, Tokushima
		Share (%)	93.05%		

Source: Food Distribution Map by Nihon Shokuryo Shimben 2009-2010

The company is based in Himeji, Hyogo and a half of its sales is made in Hyogo and the other half is made in the neighboring Chugoku region. Their stores are categorized into four types of businesses: super supermarket with a sales floor over 2000 square meters (SSM: MaxValu), supermarket (SM: MaxValu), convenience supermarket (CS: Well Mart) and shopping center (SC: Big). The company is currently focusing on the development of supermarkets and super supermarkets.

Chart 3. MaxValu Western Japan: Store Category



Source: Food Distribution Map by Nihon Shokuryo Shimben 2009-2010

c). Kansai Supermarket (<http://www.kansaisuper.co.jp/>)

Company	Headquarters	Total Sales in Japan (\$ million)	Food Sales (\$ million) Food Share (%)	No. of Stores	Sales Area
Kansai Supermarket	Hyogo	1,111	1,042	54	Hyogo, Osaka



		Share (%)	93.81%		
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Source: Food Distribution Map by Nihon Shokuryo Shimbun 2009-2010

The company is based in Itami, Hyogo and operates in Osaka and Hyogo. A half of their sales come from Osaka and the other half comes from Hyogo. The company's sales are predominantly made by food sales.

d). Kinsho Store (<http://www.kinshostore.co.jp/>)

Company	Headquarters	Total Sales in Japan (\$ million)	Food Sales (\$ million) Food Share (%)	No. of Stores	Sales Area
Kinsho	Osaka	682	-	45	Osaka, Nara, Kyoto, Hyogo, Mie
		share (%)	-		

Source: company website (<http://www.kinshostore.co.jp/>)

The company is owned by Kinki Nippon Railway Co., Ltd. and Kintetsu Department Store Co., Ltd. Their stores are categorized in 3 types: supermarkets (Kinsho), high-end supermarket (Harves) and non-food supermarket (Always).

e). Toho Store (<http://www.to-ho.co.jp/tohostore/company.html>):

Company	Headquarters	Total Sales in Japan (\$ million)	Food Sales (\$ million) Food Share (%)	No. of Stores	Sales Area
Toho	Hyogo	317	303	45	Hyogo, Fukuoka
		Share (%)	95.82%		

Source: Food Distribution Map by Nihon Shokuryo Shimbun 2009-2010

Toho store is based in Kobe, Hyogo. Its sales are focused on food, especially fresh produce. The company's main sales area is Hyogo with more than 90% sales made in the prefecture.

f). Ikari Supermarket (<http://www.ikarisuper.com/shop/index.php>):

Company	Headquarters	Total Sales in Japan (\$ million)	Food Sales (\$ million) Food Share (%)	No. of Stores	Sales Area
Ikari	Hyogo	-	-	17	Hyogo, Osaka, Kyoto
		share (%)	-		

Source: the website of the company, <http://www.ikarisuper.com/shop/index.php>

The company is based in Takarazuka, Hyogo. It started out as a confectionery manufacturer and opened its first supermarket in 1961 to sell imported confectionery. The company targets high-end consumers with a wide variety of imported food products. They also manufacture and sell some products with their own brand name "Ikari."

3). Voluntary procurement group

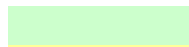

Nichiryu Group: (<http://www.nichiryu.co.jp/english/index.html>):

One way to tap into the Japanese supermarket industry is through procurement groups of

supermarket chains. Nichiryu Group, based in Osaka, is one of the major voluntary procurement organizations in Japan. They have 17 supermarket chains and 3 co-ops as members. They cover not only supermarkets in the Kansai region but also Kanto, Tohoku and Hokkaido-based supermarket chains. They negotiate with manufactures and wholesalers maximizing their volume purchasing power and obtain favorable conditions, which a single member chain could not attain. They also develop private brands (Kurashi More) with food manufacturers in Japan as well with overseas sources.

Table 5. Nichiryu Group Members

Supermarket Chain Members		Co-op Members	
Company	Headquarters	Company	Headquarters
Izumi	Hiroshima	Coop Kobe	Hyogo
Ekosu	Tokyo	Coop Sapporo	Hokkaido
Okuwa	Wakayama	U Coop	Kanagawa
Kinsho Store	Osaka		
Create SD	Kanagawa		
San-ei	Okinawa		
Nishina Department Store	Okayama		
Nichie	Hiroshima		
Fujicitio	Kanagawa		
Heiwado	Shiga		
Saeki	Tokyo		
Sato	Kyoto		
Sunny Mart	Kochi		
Marumiya Store	Oita		
Yamazawa	Yamagata		
Life Corporation	Osaka/Tokyo		
Ryobo	Okayama		

 Kansai-based  
 Other western Japan-based

### 3. Department Stores

#### 1). Major National Department Stores

Department stores account for 5% of the total retail food sales in Japan. Many of the department stores in Japan began their operation as drapers centuries ago and still based in the region.

The following table lists major department stores in the country and shows their food sales share in their total sales. Takashimaya and Mitsukoshi are the two leading food sellers in this category. Their food sales share of total sales is around the national department store average of 26%. However, Hankyu-Hanshin and Kintetsu, both based in Kansai, stand out with their high shares of food sales, 30.26% and 31.68% respectively.

Table 6. Department Store with Food Sales Share

Department stores	Headquarters	Total sales (\$ million)	Food sales (\$ million)	Food sales share (%)
Takashimaya	Osaka	8,295	2,232	26.90%
Mistukoshi	Tokyo	7,026	1,983	28.22%
Sogo	Osaka	5,085	1,065	20.94%
Daimaru*	Osaka	4,849	1,255	25.89%
Sebu	Tokyo	4,748	726	15.28%
Isetan	Tokyo	4,624	897	19.40%
Hankyu-Hanshin	Osaka	4,169	1,262	30.26%
Kintetsu	Osaka	2,686	851	31.68%
Matsuzakaya*	Aichi	2,779	607	21.84%

Source: Food Distribution Map by Nihon Shokuryo Shimbun 2009-2010

\*Note: Daimaru and Matsuzakaya have merged in 2010 and are currently operating as Daimaru Matsuzakaya Department store.

## 2). Regional Department Stores

Apart from the above listed major department stores, there are a couple of regional department stores operating in Kansai as follows:

- Keihan Department Store (<http://www.keihan-dept.co.jp>)
- Yamatoyashiki (<http://www.yamatoyashiki.co.jp/5121/top.htm>)
- Fujii-daimaru (<http://www.fujiidaimaru.co.jp/>).

## 4. Food Service Companies in Kansai

### 1). Restaurants and Institutional Food Service Companies

The following table lists Kansai-based restaurants and institutional food service companies that reached the top 100 in Japan in terms of sales.

Table 7. Major Kansai-based restaurants and institutional food service companies (2008)

Rank	Company	Shops/Restaurant	Business Category	Headquarters	Sales in 2008 (\$million)
8	Duskin	Mister Donuts	Fast Food / Donut	Osaka	1,323
10	Honke Kamadoya	Honke Kamadoya	Home Made Replacement Meal	Hyogo	1,192
21	Ohsho Food Service	Gyoza no Ohsho	Restaurant / Chinese	Kyoto	750
26	Akindo Sushiro	Sushiro	Casual Restaurant / Sushi Bar	Osaka	683
30	Uokunisohonsha	-	Institutional Food Service	Osaka	654
33	Kura Corporation	Kura Sushi	Casual Restaurant / Sushi Bar	Osaka	604
35	Fujio Food System	Maido-Okini Shokudo	Casual Restaurant	Osaka	585
41	Rock Field	RFI	Home Made Replacement Meal	Hyogo	502
43	Hurxley	Hokahoka-tei	Home Made Replacement Meal	Osaka	447
51	Groumet Kineya	Kineya	Restaurant / Udon&Soba Noodle	Osaka	329
54	Marche	Hakkenden	Japanese Bar	Osaka	324
59	Nakau	Nakau	Fast Food / Japanese	Osaka	307
69	Toridoll	Marukame	Restaurant / Udon&Soba Noodle	Hyogo	262
76	Ganko Food Service	Ganko Sushi	Restaurant / Japanese	Osaka	238

87	Ichifuji Food Service	-	Institutional Food Service	Osaka	211
92	West Japan Railway Food Service Net	Deli-Cafe, Menya, Tabi-Bento	Cafe	Osaka	206
93	Uokuni	-	Institutional Food Service	Hyogo	201

Source: Nikkei MJ May 13 2009

## 5. Food Manufactures in Kansai

The following table shows major food manufacturers based in Kansai.

Table 8. Major food manufacturers based in Kansai

Company	Main product type	Sales (\$billion )	End-user channel	Procurement Channel	Location
Suntory Holdings Ltd. <a href="http://www.suntory.com/">http://www.suntory.com/</a>	Liquor, Beer, Soft Drinks & Wines	\$16.58* (2009 Dec.)	Retail HRI	Importers Direct	Osaka
Nippon Meat Packers, Inc <a href="http://www.nipponham.co.jp/en/index.html">http://www.nipponham.co.jp/en/index.html</a>	Beef, Pork, Chicken, Ham & Sausage & Deli.	\$ 3.89 (2010 Mar.)	Retail HRI	Importers Direct	Osaka
Itoham Foods Inc. <a href="http://www.itoham.co.jp/english/index.html">http://www.itoham.co.jp/english/index.html</a>	Beef, Pork, Chicken, Ham & Sausage & Deli.	\$3.99 (2010 Mar.)	Retail HRI	Importers Direct	Hyogo
Nestle Japan Group <a href="http://www.nestle.co.jp/japan/index_e.asp">http://www.nestle.co.jp/japan/index_e.asp</a>	Coffee, Creams, Functional Foods, Chilled Foods & Frozen Foods	-	Retail HRI	Importers	Hyogo
Nisshin Food Holdings Co., Ltd <a href="http://www.nissinfoods-holdings.co.jp/english/">http://www.nissinfoods-holdings.co.jp/english/</a>	Instant/Chilled/Frozen Noodles, Instant Soup & Functional Foods	\$3.97 * (2010 Mar.)	Retail HRI	Importers Direct	Osaka Tokyo
Takara Holdings Inc.	Sake, Wine, Shochu, Liquor, Soft Beverages, Seasoning	\$2.06 * (2010 Mar.)	Retail HRI	Importers Direct	Kyoto
Marudai Food Co., Ltd.	Beef, Pork, Chicken, Processed Foods, Chilled Dessert, Pizza & Snacks	\$1.81 (2010 Mar.)	Retail HRI	Importers Direct	Osaka
Dydo Drinco Inc. <a href="http://www.dydo.co.jp/corporate/ir_eng/">http://www.dydo.co.jp/corporate/ir_eng/</a>	Coffee Drinks, Soft Beverages, Functional Beverage	\$1.63 * (2010 Jan.)	Retail HRI	-	Osaka
Ezaki Glico Co., Ltd.	Ice Cream, Retort Foods, Cereals, Functional Foods & Snacks	\$ 1.55 (2010 Mar.)	Retail HRI	Importers Direct	Osaka
UCC Ueshima Coffee Co., Ltd.	Coffee & Coffee Drinks,	\$ 1.12 (2010 Mar.)	Retail HRI	Importers Direct	Hyogo
Otsuka Foods	Food & Beverage	-	Retail	-	Osaka

Source: The Beverage & Food Statistics Monthly, Nikkei Keizai Tsushinsha

Food Manufacturers Top 50 List for ATO Research (Gain Report: Japan Food Processing Ingredients Sector 2007) except for sales figures. Sales figures are from website of each company.

\* On a consolidated sales basis

### III. Post Contact and Further Information

#### 1. Post Contact

As stated at the beginning of the report, the Kansai region offers great opportunities for U.S food exporters and ATO Osaka would like to help you explore these opportunities.

Please contact us at:

U.S. Agricultural Trade Office (ATO) Osaka

U.S. Consulate General, Osaka- Kobe

2-11-5, Nishi-tenma, Kita-ku, Osaka

Tel: 06-6315-5916

Fax: 06-6315-5906

E mail: [atoosaka@fas.usda.gov](mailto:atoosaka@fas.usda.gov)

#### 2. USDA'S Global Agriculture Information Network (GAIN) Reports

- Japan Retail Food Sector 2008

(<http://www.fas.usda.gov/gainfiles/200811/146306425.pdf>)

- Japan HRI Food Service Sector 2009

(<http://www.fas.usda.gov/gainfiles/200903/146327420.pdf>)

- Japan Food Processing Ingredients Sector 2007

(<http://www.fas.usda.gov/gainfiles/200703/146280587.pdf>)

- Japan Exporters Guide 2009

([http://gain.fas.usda.gov/Recent%20GAIN%20Publications/EXPORTER%20GUIDE%20ANNUAL\\_Osaka%20ATO\\_Japan\\_9-18-2009.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/EXPORTER%20GUIDE%20ANNUAL_Osaka%20ATO_Japan_9-18-2009.pdf))

Other USDA'S Global Agriculture Information Network (GAIN) reports are available at

<http://gain.fas.usda.gov/Pages/Default.aspx> .

#### 3. Other information sources:

1). Kansai Economic Federation (<http://www.kankeiren.or.jp/English/>)

2). Kansai Association of Corporate Executives (<http://www.kansaidoyukai.or.jp/tabid/36/Default.aspx>)

3). Kansai International Public Relations Office (KIPPO)

(<http://www.kippo.or.jp/index.asp>)