

MARKET INNOVATION OVERVIEW

CATEGORY: Fruit & Vegetables | **COUNTRY:** Japan

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION: FRUIT & VEGETABLES IN ASIA PACIFIC

Modern retailers means more packaged produce: Packaged fruit and vegetables will continue to gain traction in more developed Asia Pacific markets as incomes rise and consumers gravitate to modern retailers. As these markets mature, opportunities will increase for NPD beyond shelf-stable pantry basics.

Address food safety concerns: Consumers in the Asia-Pacific region remain concerned with the purity and food safety of the produce they purchase. Natural and organic claims can help to reassure them that products are free from harmful ingredients.

Eliminate heavy metals: Contamination from heavy metals continues to be an important food safety issue, especially for produce sourced from polluted regions. More global brands will likely follow Asia's lead with heavy metal-free claims to communicate product purity.

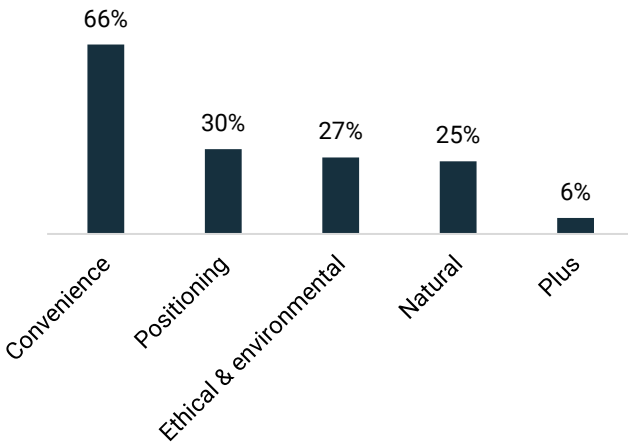


FRUIT & VEGETABLES IN JAPAN

New Product Development Analysis

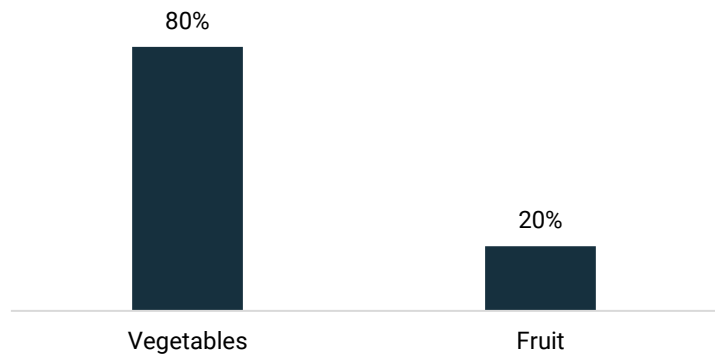
1% of food products launched in Japan between July 2019 and June 2020 were Fruit & Vegetables.

Top 5 Claim Categories in Fruit & Vegetables product launches, Jul19-Jun20



Most of the new product launches in the fruit and vegetables sector featured a 'Convenience' claim, with the top spot equally divided between the 'Microwaveable' and the 'Ease of Use' claims. In the 'Positioning' category, the 'Premium' claim was the most used.

Sub-Categories in Fruit & Vegetables product launches, Jul19-Jun20



The 'Vegetables' sub-category was responsible for a 80% share of the new products launched, with 'Fruit' accounting for only 1 in 5 products.



This product is said to reduce food waste as only the amount that is needed can be defrosted in a microwave.



This product can be heated in a microwave in the packaging for two minutes and requires no plates to be served.



This product features smooth-textured mango slices from Thailand, with a perfect balance of aroma, sweetness and sourness.



THE JAPANESE CONSUMER

Which of the following do you typically snack on? (2018)

32% Fruit/vegetables



(GlobalData, 2021)

A GLOBAL LOOK INTO THE FUTURE

Production methods will become more sustainable: Regenerative farming and other more sustainable farming methods will allow farmers to improve their yields while minimizing their impact on the environment.

Vegetables will take center-stage: Consumer demand for flexitarian meals is spurring creative new menu items like cantaloupe burgers and cauliflower steaks that will translate into exciting new retail offerings.

Ambient and frozen will evolve: Canned and frozen fruit and vegetables will continue to innovate by embracing local, seasonal, and superfood ingredients, as well as outside-the-box formats to attract fresh-obsessed consumers.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar knowledge.division@portugalfoods.org

