

4 Domestic Market

Most Japanese fruit juices are made by the agricultural co-operatives. Co-operatives in 14 of the 47 prefectures produce over 95 per cent of the total supply. The leading product is mikan orange juice.

Table 2

Japanese Production of Apple and Orange Juice

Product	Year	Quantity*
Apple Juice	1986	30 000
	1988	68 000
Orange Juice	1986	52 000
	1988	68 000

*(metric ton: 1/5th concentrate)

Source: Ministry of Agriculture, Forestry and Fisheries.

There are 43 major primary producers of apple juice in Japan who account for 85 to 90 per cent of the total supply. The main production areas are Aomori, Nagano and Yamagata. Both clear and cloudy apple juice is produced in Japan. The cloudy type is the more popular, on an approximate 3 to 1 basis. When imports, which are mostly clear, are included, the ratio is reduced to about 2 to 1 in favour of the cloudy product.

Clear apple juice is used for blending as well as for direct consumption. The cloudy product is not generally used for blending.

Overall production and consumption of 100 per cent fruit juice has increased rapidly since 1983 (see Table 3). The consumption of apple and other fruit juices has seen significant growth (see Tables 4 and 5). The consumption changes of different types of beverages is illustrated by Table 6.

Table 3

Production and Consumption of Fruit Juice (100 per cent)

Year	Production	Consumption (mL/person)
1983	180 000	1 506
1984	207 000	1 722
1985	200 000	1 652
1986	221 000	1 816
1987	270 000	2 209

Source: The Japan Soft Drink Association.

Table 4

Consumption of Apple Juice and Related Products

Type	1987	1988
Fruit Juice	11 800	16 666
Fruit Drink	2 822	2 503
Soft Drinks with Fruit Juice	10 285	10 727
Sub-total	24 907	29 896
For Use as Diluted	166	134
TOTAL	25 073	30 030

Source: Japan Fruit Juice Association.

Table 5

Consumption of Fruit Juice and Related Drinks (kL)

Product	1987	1988
Fruit Juice	217 138	298 394
Fruit Drink	113 069	109 815
Fruit Pulp	45 431	42 035
Soft Drink with Fruit Juice	1 040 779	1 038 062
Fruit Drink with Granules	46 271	38 204

Source: Japan Fruit Drink Association.