

Another characteristic of popular products in Japan is their relatively short product life cycle. The Japanese consumers love new things and have little sentimentality for older established products. In other words, new concepts gain popularity fast and they level off and often completely vanish very quickly. Potential Canadian exporters of food to Japan should have operations flexible enough to adjust to new and quickly changing demands.

A more detailed study of the retail sector of the Japanese value-added food sector is entitled "The Retail Food & Beverage Market in Japan" written by the Agriculture, Fisheries, and Consumer Products Section of the Commercial Division of the Embassy of Canada in Tokyo, Japan and is available from Info Export.

WESTERN EUROPE

Western Europe is characterized by a set of "national" markets with unique demands, requiring long-term commitment, in-depth knowledge and adequate resources to invest in building a market. For fiscal year 1993/94, 9 Canadian Trade Offices in Europe identified the processed food sector as one of the top six priorities for export market development.

OTHER MARKETS

Ten Canadian Trade Missions in Asia/Pacific, 10 in Latin America, 4 in Middle East and Africa, and 2 in Eastern Europe included the processed food sector among the top six priorities for export market development. The median current market share for Canadian agricultural products in Asia/Pacific is 2.08%, 5.70% in Latin America and 1.70% in Africa/Middle East.