

Table 7**Imports of Fruit Juices**

Juice	1987 kL (%)	1988 kL (%)	1989 (Jan. to Sept.) kL (%)
Orange	10 810 (32)	11 149 (28)	17 566 (32)
Grapefruit	8 748 (26)	11 089 (27)	9 385 (17)
Lemon	3 120 (9)	3 729 (8)	4 726 (8.6)
Lime	79	52	74
Grape	3 828 (12)	5 423 (13.6)	6 434 (12)
Pineapple	516 (2)	428 (1)	251 (0.5)
Apple	—	3 956 (10)	12 614 (23)
Others, including mixed	6 105 (18)	3 945 (10)	3 547 (6.4)
TOTAL	33 206 (100)	39 771 (100)	54 597 (100)

Table 8**Major Suppliers**

Juice Type	Country
Orange	U.S., Brazil
Grapefruit	U.S.
Lemon	Argentina, Israel, U.S.
Lime	Italy
Grape	U.S., Brazil
Pineapple	Philippines, Thailand
Apple	U.S., West Germany, South Africa

The use of bottles for fruit juice could account for up to 48.6 per cent of the market. A significant factor here is the desire of the consumer to see the actual product. Larger containers, such as p.e.t. or bottles, must not be too large; most refrigerators in Japanese homes are much smaller than in North America.

The Japanese are demanding more healthy, natural products. Accordingly, fruit juice consumption has shown an increase of 13.7 per cent, indicating a rapid shift in consumption from regular soft drinks. In keeping with this trend, imports of good quality and moderately priced fruit juices have been increasing.

6 Packaging

The retail market in Japan is experiencing a boom in the sale of 100 per cent fruit juice by vending machines. This type of sale now accounts for about 30 per cent of the total market for fruit juice. The most popular product is the 180-gm clear-glass bottle. There are over 950 000 beverage-dispensing vending machines in Japan that are selling an average of one case per machine per day. The 200-gm brick pack is also sold in vending machines, but there are not nearly as many machines handling this type of product.

According to the Japan Soft Drink Association, in 1988, the actual market share by package type was 35.1 per cent for cans, 15.6 per cent for bottles, 30.1 per cent for paper containers, 18 per cent for p.e.t. and 1.2 per cent for other types.

Table 9**Fruit Juice Consumption by Type**

	1987	1988
Citrus Fruit	760 685	757 949
Apple	289 560	318 691
Grape	90 426	108 642
Pineapple	40 625	37 853
Peach	48 419	46 451
Grapefruit	91 653	104 855
Lemon	15 941	19 538
Mixed	100 994	92 831

As can be seen in Table 9, although there was a decrease for citrus fruit juice, the consumption of apple and grapefruit juice increased significantly.