

- The outlook for frozen lobster does not look good for 1993. Inventories are reportedly very high, up to 50% of total imports. At the same time, the cost of large frozen shrimp has dropped considerably and is being used as a substitute for frozen Atlantic lobster at some locations.
- Sales of green tails were good in 1992 and are expected to be ok this year, as they are chefs' first preference after live lobster. Blanched lobster is also considered to be a promising product type.
- Sales of other processed products, e.g. bulk lobster meat for food service, have not been good as customers are not willing to pay relatively high prices for such products. Trade advises that consumers consider the highest quality of product to be live, followed by green tails, then whole frozen.
- While sales in Tokyo are currently remaining stable or increasing only slightly due to the increased number of users, sales at resorts are considered promising. The growing number of western-style resorts are selling package trips that include hotel meals. Lobster is seen as an upscale, healthy addition to menus.
- According to trade, there remain good opportunities for further growth in exports of Canadian lobster to Japan, but chefs need education as Atlantic lobster is still not well known to Japanese chefs.