

Table 14

Supply-Demand Balance of Juice from Citrus Fruits — 1988

	(metric tons)
Carry-over stocks from the previous year	30 400
Juice production:	
mandarine orange	67 700
summer orange	4 100
Imported fruit juice	18 000
Supply	120 200
Demand	69 000
Carry-over to next year	51 200

7 Pricing

It is estimated that the average c.i.f. price for imported apple juice concentrate is from ¥200 to ¥250 per kg (1/5th concentrate basis). This reaches ¥400 at the warehouse. For orange juice, the comparable figures are ¥300 and ¥500 per kg (source: MAFF).

A comparison of retail prices of brands from one of the major producers, Asahi Breweries Ltd., and other brands appears in Table 15.

Table 15

Comparison of Retail Prices of Juice

Juice	Size	Suggested Retail Price (¥)
<i>Asahi Breweries:</i>		
Bireley's Orange	990 gm bottle	485
	310 gm bottle	194
	180 gm bottle	97
	160 gm can	100
Bireley's Apple	180 gm bottle	97
	160 gm can	100
Bireley's Grape	180 gm bottle	97
Bireley's Grape/Apple	160 gm can	100
Asahi Orange	1.5 l PET	550
Asahi Apple	1.5 l PET	550
Asahi Orange	1.0 l box	390
Asahi Apple	1.0 l box	390
Asahi Grape/Apple	1.0 l box	480
Asahi Grape/Apple	200 ml box	120
<i>Other Brands:</i>		
Kirin Orange	240 gm bottle	150
Halftime Orange	180 gm bottle	100
Takanashi Apple	1.0 l box	378
Takanashi Orange	1.0 l box	258
Co-op Apple	1.0 l box	328
Co-op Orange	1.0 l box	268
Kagome Apple	1.0 l box	378
Kagome Orange	1.0 l box	378
Kagome Apple	200 ml box	98
Kagome Orange	200 ml box	98
Kagome Grape	200 ml box	98
Kagome Apple	500 ml box	198
Hi Pack Orange	1.0 l box	208
Sunkist Orange	1.0 l box	318
Sunkist Orange	1.0 l box	318
Pokka Orange	180 gm bottle	78
Treetop Apple	180 gm bottle	78
Blue Flag Orange	1.0 l bottle	140
My Apple	1.0 l bottle	470
Welch Grape	1.0 l bottle	670
Kagome Grape	165 gm can	95
Kagome Orange	165 gm can	95
Kagome Apple	165 gm can	95