

Fact Sheet for Japan

ECONOMIC STATISTICS AND EXPORT OPPORTUNITIES

Key Statistics	2007	2008	2009
Population 65+ (total pop. is 127M)	27.5M	28.2M	29M
GDP Growth	2.39%	(0.64%)	(6%)
Inflation Rate	0.06%	1.38%	(1.02%)
Consumer Spending on Food (US\$)	\$329B	\$373B	\$350B
Internet Users	88M	90M	92M
Spending on consumer electronics	\$17.5B	\$17.9B	NA
Spending on Dog and Cat food	\$4.46B	\$4.48B	\$4.49B
Cosmetics and Toiletries	\$37.3B	\$37.9B	\$38.5B
Annual Disposable Income	\$2,681B	\$3,088B	\$2,952B

Japan's Exports	transport equipment, motor vehicles, semiconductors, electrical machinery, chemicals
Japan's Imports	machinery and equipment, fuels, foodstuffs, chemicals, textiles, raw materials
Main Trading Partners	US 20.4%, China 15.3%, South Korea 7.6%, Taiwan 6.3%, Hong Kong 5.4% (2007)
Philippine Exports to Japan	Components/devices (semiconductors), Electronic data processing, Automotive parts, Builders' woodworks, Fresh fruits, Base metal ores and concentrates, Sanitary wares and bathroom fixtures, Inorganic chemicals, Office equipment, Marine products
Opportunities	Mineral fuels, oils distillation products, Electrical/electronic equipment, Food products (fresh/marine/frozen/processed), Household products, Lifestyle products, Gifts items, Optical, photo, technical, medical apparatus, etc.
Japan's biggest retail channels	Albis, Daiei, Ito-Yokado, Izumiya, JUSCO, Kanesue, Kansai Super, Maxvalu Tokai, Oisix, Seiyu Group, Uny, Yaohan
Data Sources	Tradeline Philippines, Euromonitor, Japan Ministry of Economy, Trade and Industry, World Economic Factbook, World Consumer Spending, Index Mundi

Data compiled by I-Search Team