



Japan Market Summary & Category Data for Fish & Seafood - Fresh or Chilled Swordfish

January 2024



About Seafood Industry Australia

Seafood Industry Australia (SIA) is the national peak-body representing the Australian seafood industry as a whole. With members from the wildcatch, aquaculture and post-harvest sectors of the Australian seafood industry, we are the voice of Australian seafood.

SIA provides consumers, Government and other stakeholders with confident and united representation. Our unity indicates that we love what we do, we stand by our products and that those products are the best in the world.

SIA provides services identified through a process involving member input to fill a critical gap that currently exists, to have more influence on Government decisions, to act as a national industry voice, to be a marketing and communications hub, and to remove obstacles to growth standing in the way of the Australian seafood industry.

Our vision is for the Australian seafood industry to be United, Effective and Respected.

Our mission is to Promote, Protect and Develop the Australian seafood industry on the national and international level.

Agricultural Trade and Market Access Cooperation (ATMAC) Program

The ATMAC program is an Australian Government initiative, expanding trade in Australian agricultural, forestry and fisheries sectors into emerging export markets and/or export markets with high-growth potential. This will be achieved through support for diversification efforts that align with industry priorities.

Seafood Industry Australia's 'marketing, market access and export development for the Australian seafood industry' was funded under the ATMAC Program.





Economic Indicators

- GDP (USD): **\$4.23 trillion** as of October 2023.
- GDP Per Capita (USD): **\$34,550** as of December 2023.
- Currency: **Japanese Yen (JPY)**.
- Exchange Rate: **1 JPY = 0.010 AUD** (01/02/24).
- Mercer's 2023 Quality of Living Ranking: Japan's highest-ranking city is **Yokohama at 47**, followed by **Tokyo at 50** and **Osaka at 58**.
- Human Development Index: **0.925** and ranked **19th** as of 2021.
- Logistics Performance Index: **3.90** and ranked **13th** globally as of 2023.

Source: Trading Economics, World Bank, Mercer

- **Trade Agreements:**

- Japan currently has 31 Bilateral Investment Treaties (BITs) and 19 Treaties with Investment Provisions (TIPs) in force.
- The Japan-Australia Economic Partnership Agreement (JAEPA) has been in force for over five years and provides preferential treatment for Australian exports to Japan. The agreement creates the most liberalised trade partnership that Japan has ever been a party to.
- The Japanese government was instrumental in creating the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) that came into force in late 2018 and allows for increased free trade amongst 11 Asia-Pacific nations, including Australia.

Source: <https://investmentpolicy.unctad.org/country-navigator>



Demographic Indicators

- Total Population: Approximately **125.42 million** as of July 2023.
- Expatriate Population: Approximately **3.22 million** as of 2023 as per the Immigration Services Agency.
- Population Growth: **-0.53%** as of 2023.
- Median Age: Approximately **49.50 years old**.
- Urban Population: **91.90%** as of 2022.
- **Population Ethnicity:**
 - Japanese 98.1%
 - Chinese 0.5%
 - Korean 0.4%
 - Other (includes Filipino, Brazilian) 1%
- **Dominant Religious Groups:**
 - Non-religious 62%
 - Buddhism 31%
 - Shintoism 3%
 - Christianity 1%

Source: Trading Economics, World Bank, Statistics Body for individual countries



Consumer Behaviour & Societal Trends

Key Trends:

- Due to financial burdens placed upon the Japanese population, especially millennials and younger generations, as a result of COVID-19, the historically strong Japanese preference for choosing quality over mass consumption has faded as lower-quality and discount products are gaining market share.
- Customer service quality expectations are extremely high in Japan and relate to not only the in-store service received when purchasing a product, but also the product's physical components and after-sale service.
- Japanese spending on Food & Beverage (non-alcoholic) products is very high as a portion of household consumption, at around 15%.
- Japan's increasingly ageing population continues to spur rapid growth in sales of Food & Beverage products loaded with health and wellness perks. Examples include drinks infused with probiotics and snacks with added collagen.
- The downturn in sales for foodservice businesses due to the COVID-19 pandemic has led many restaurants to increasingly offer breakfast options, which have been embraced by the Japanese population which has historically much-preferred breakfast at home. Also being increasingly demanded by Japanese consumers for breakfast are foods traditionally eaten at dinner such as sushi and ramen.
- Japanese consumers, especially the older population segments that comprise the majority of the market, possess relatively high brand loyalty qualities, even more so if the brand is constantly innovating in terms of its product range.
- Over 50% of Japanese consumers are more concerned about the environment compared to 2019, however, the premium mark-up often associated with the prices of sustainable Food & Beverage products renders these still relatively unpopular.

- Japanese consumers are much less optimistic about COVID-19 recovery prospects and almost one-fifth of the population believes that, even after the pandemic, they would continue to spend more through online channels, as the effect on personal routines is forecast to outlast that on personal finances.
- Japanese consumers are becoming more experimental with their purchasing behaviours as a result of the general uncertainty created by the COVID-19 pandemic. Approximately a third of surveyed consumers reported having discovered a new shopping method and being very keen to continue with it.

Source: Santandertrade, Japan Times, McKinsey, Food Navigator

Digital Adoption:

- The Japanese population spends 45 minutes a day, on average, on social media and nearly 4 and a half hours a day on the internet.
- Japanese consumers are very open to using social media channels to inform their decisions, as the majority believe that first and foremost, data collection by these tech giants allows for product recommendations tailored towards their specific needs. Hence, nearly three-quarters of the Japanese population inquire through social media before making certain purchases, with much of this influence coming from YouTube videos by “influencers”.
- There are approximately 116.5 million internet users with a penetration rate of 92%.
- The most visited website is google.com, followed by yahoo.co.jp and then youtube.com.

Source: Digital in 2020 Report





Grocery Retail Channel Developments

Key Trends:

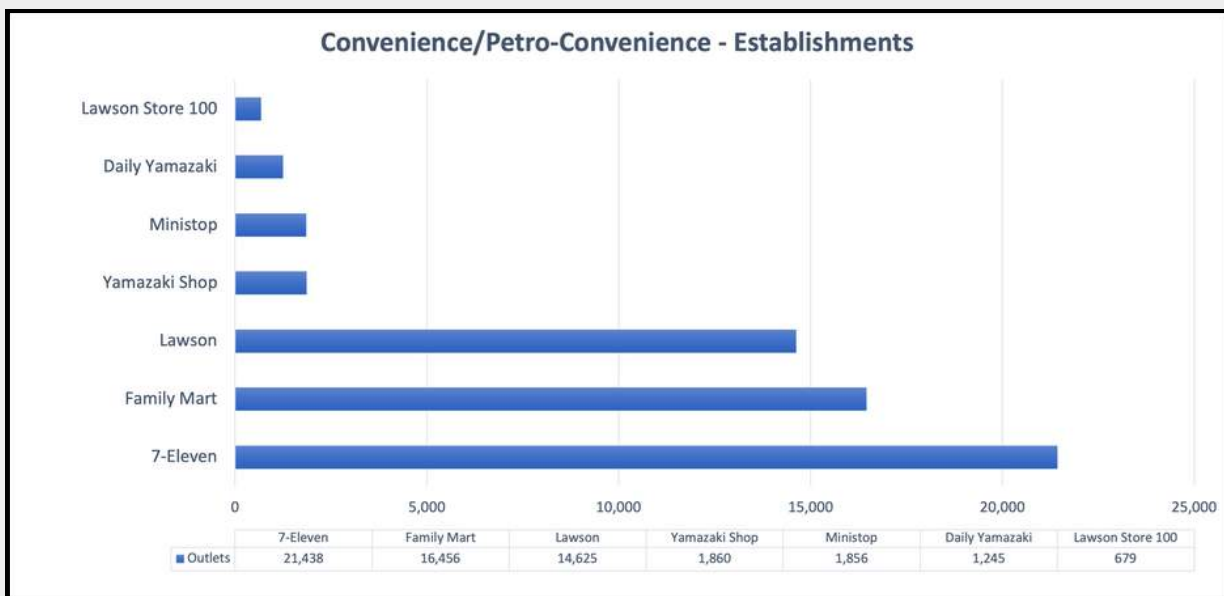
- Japan is one of the most valuable grocery markets in the world, worth approximately \$US466 billion a year with Japanese consumers ranked 4th globally for grocery purchases per capita.
- The grocery retail sales market share of traditional grocery retailers has suffered increasingly over the last decade as convenience stores, supermarkets, and hypermarkets all simultaneously encroach on traditional retailers' popularity as a destination for grocery purchases.
- Like most of the world in the midst of the pandemic, spending on essential goods as a portion of expenditure has grown greatly, and consequently so has the sales volume of grocery products.
- With the Japanese population increasingly urbanising within certain districts, major shopping centres are rising in prominence and consequently, the ability of traditional grocery retailers to capture this geographically-mobile market segment has fallen.
- The traditional grocery retailers market is very fragmented, and consequently, these smaller, independent retailers usually have a very small market share in their respective areas. However, alcoholic drinks producer Yamaya has bucked the trend with large sales growth due to the home drinking trend, which is rising as Japanese people now spend much more time at their residences.
- Groceries that have a longer shelf life and are in locations where they can be very conveniently purchased (e.g. convenience stores) are progressively faring much better than less-durable products, leading major convenience stores like 7-Eleven to prioritize selling frozen and sealed pouch goods.
- The ageing population of Japan has necessitated more accessible grocery shopping methods, illustrated by the doubling of internet sales for groceries between 2019 and 2020 from 2.5% of total grocery sales to 5%. Also becoming influential are grocery trucks, whereby groceries are sold from a truck that is parked in areas with large foot traffic.

- Hypermarket retailers that operate 24/7 and have high-tech warehouses, such as Seiyu, have benefited the most from the trend towards demand for online grocery deliveries.
- Supermarkets dominate the grocery retail channel and have experienced higher growth due to the COVID-19 pandemic, with sales rising 2.6% from July 2019 to July 2020 after a fall between 2018 and 2019. Much of the increased growth came from food as same-store food sales grew 5% from 2019 to 2020.
- The improvement in demand amongst grocery products is largely concentrated in fresh fruit and vegetables, while other segments such as deli food have seen a reduction in purchase value since the COVID-19 pandemic began.

Grocery Retailing Brand Outlets:



Convenience/Petro-Convenience Brand Outlets:



Source: Euromonitor, SeafoodSource, Japan Times, Nikkei Asia

Foodservice Channel Developments

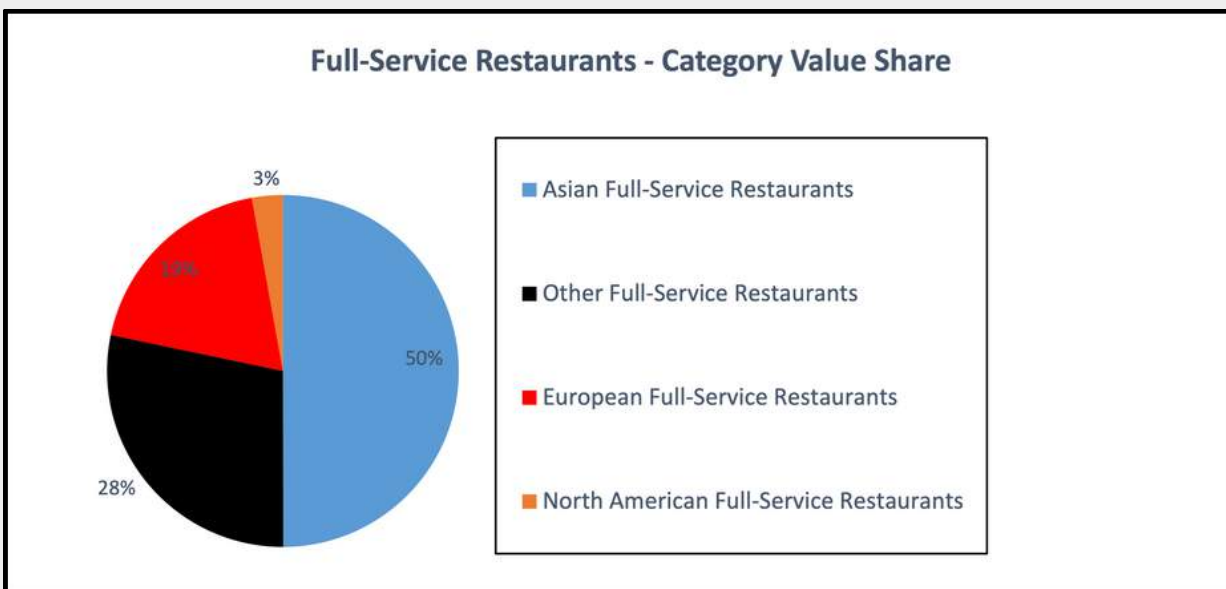
Key Trends:

- The trend towards eating at home was not only exacerbated by the COVID-19 pandemic, but also by an increase in the VAT from 8% to 10% at the end of 2019 and Japanese government measures that aim to encourage more cashless payments.
- Business conditions for independent foodservice operators were poor throughout 2019 due to the rising cost of ingredients and a shrinking labour base exacerbated by an ageing population. Due to the COVID-19 pandemic, the situation has worsened dramatically and many, mostly full-service independent restaurants, have been forced to close as foot traffic dropped greatly across Japan.
- The most successful foodservice businesses in recent years have offered new menus with innovative product items and partnered with delivery businesses operating through the internet, the likes of which have also seen positive business prospects. In particular, Demae-Can has partnered with over 20,000 restaurants nationwide and primarily utilises messaging app LINE to secure a growing customer base.
- The biggest limited-service restaurants are all convenience store chains, which have over 50,000 outlets across the island nation. This is mainly due to the fact that these chains can offer many of the same services found in other limited-service restaurants such as making ice-creams and sandwiches on-demand yet in a much more accessible and prompt manner.
- Japan is ranked first in the world for ice-cream innovation, responsible for 1 in 10 global product launches in 2019. Many of these reflect the relatively high desire for wellness products, as vegan and protein ingredients feature heavily in the catalogue of innovations.
- While eating from home has increased greatly in popularity since the COVID-19 pandemic began, products that enable quicker meal preparation such as frozen ready-to-eat (RTE) meals and certain cooking sauces have seen high annual growth in sales volumes.

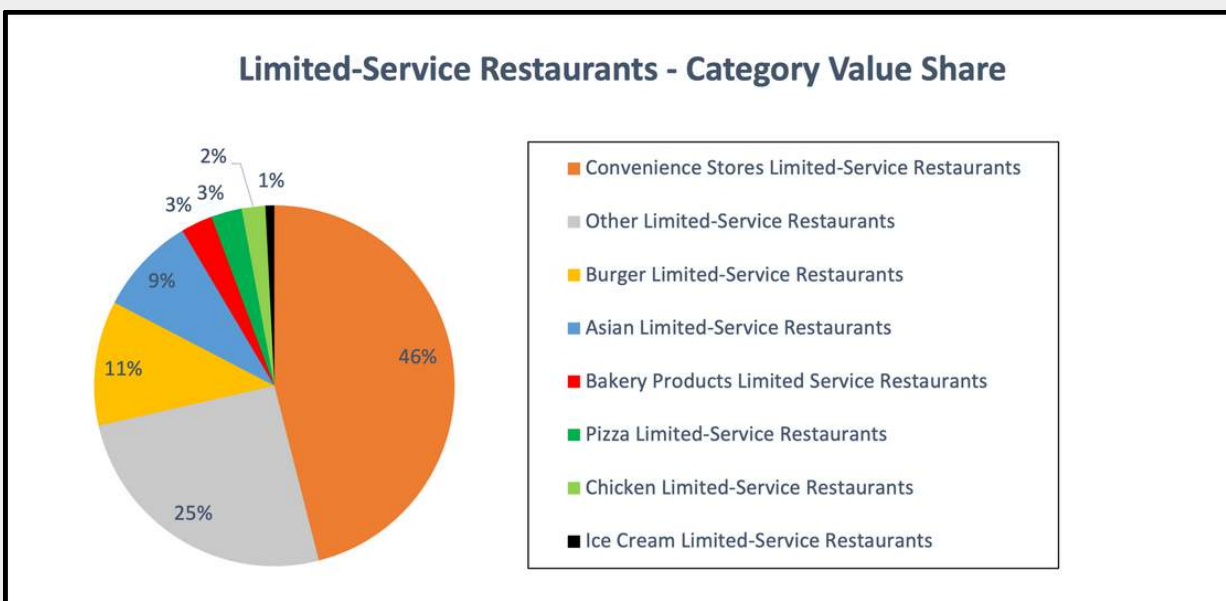


- Fast food chains successfully add value to customer experiences by frequently launching menu items tailored to specific times of the day or year. This is seen in McDonald’s’ “Night Mac” and the KFC Christmas Chicken Boxes, the latter of which are purchased by over 3 and a half million Japanese families every Christmas.
- Omnichannel retailers are forecast to have the most positive business prospects post-pandemic due to Japanese consumers remaining time-poor and restaurants in Japan looking to cut operational costs and improve efficiency following a period of overall sales decline in 2020.
- Low-carb, high-protein diets are very popular throughout Japan in full-service chains such as Ikinari! Steak due to the widespread belief that they aid longevity, a popular consideration for Japanese consumers when taking health factors into account.

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:



Source: Euromonitor, BBC, Japan Times, Santandertrade

Food & Drink e-Commerce Channel Developments

Key Trends:

- E-commerce Food & Beverage sales have grown rapidly in the last decade, the rate of which has been increasing since the beginning of 2020 with the COVID-19 pandemic leading Japanese consumers to prioritise home delivery, government measures fostering more trust in cashless payment methods, and demands for improved convenience and accessibility of food products.
- The trend towards e-commerce purchases in recent years, which has led Japan to become the fourth largest e-commerce market globally valued at over US\$ 100 billion, is most profound amongst older generations in Japan, who have been slower to familiarise themselves with and trust the process of finding products and making purchases on the internet.
- The increase in dual-income families, long working hours, and overtime hours create a largely time-poor consumer base, leading Japanese consumers to progressively perform single bulk shops for their weekly groceries and prioritise purchasing methods that favour convenience, improving online retailer prospects.
- As consumers were very restricted from eating out during state of emergency declarations in Japan, gourmet options along with experimental DIY meal-kits began to appear on delivery menus that increasingly favour product differentiation for promotional items. A very successful example being Oisix's subscription-based delivery services offering a range of meal-kits, specialising in plant-based products.

Key E-tailers:

- The main three e-commerce platforms that collectively reach 100 million users nationwide; Rakuten, Amazon, and Yahoo, all have extensive online Food & Beverage catalogues and operate very successful delivery programs.
- Many convenience stores also offer online delivery options, with market giant 7-Eleven enabling Japanese consumers to make orders through their smartphone app and receive products within two hours.

Source: Euromonitor, ClickZ, BBC, Santandertrade, Nikkei Asia



Seafood Consumption in Japan

- Fish and seafood supply per person in Japan is valued at 45.49 kg as of 2017 according to the United Nations Food and Agricultural Organization (FAO).
 - *Food supply is defined as food available for human consumption. At country level, it is calculated as the food remaining for human use after deduction of all non-food utilizations*

Source: FAO, 2021



Market Access Requirements

Key Regulators:

- Ministry of Health, Labour, and Welfare (MHLW): Enforces the rules and regulations regarding Food & Beverage product safety by conducting checks on imports.
- Ministry of Agriculture, Forestry and Fisheries (MAFF): Creates and oversees the enforcement of the standards for Food & Beverage product quality in Japan.
- Consumer Affairs Agency (CAA): Oversees product labelling requirements.
- Ministry of Economy, Trade and Industry (METI): Sets quotas on certain imports.

Product Registration/Import Procedure:

- Use the Japanese Customs Service tariff schedule to determine the product tariff code that can be used to identify what benefits of JAEPA can be applied to the good.
- If the product can receive preferential treatment, prepare a Certificate of Origin to show proof of production in Australia if customs in Japan request proof.
- Prepare necessary documentation, including a Sanitation Certificate (if necessary) and Self-Inspection Results (if necessary). Whether these additional certificates are needed can be determined by checking the Food Sanitation Act on the MHLW website.
- For certain products, a pre-shipment inspection occurs and documentation of a successful check is created.
- Submit a "Notification Form of Importation of Foods, etc." to the MHLW Food Sanitation Inspection section, and then submit a Commercial Invoice along with a Bill of Lading to the business in Japan receiving the imports to ensure safe arrival of the cargo.
- Once the product is received in Japan, it will undergo quarantining and, if successful, the importer will receive a Certificate of Notification and Customs Clearance.

Documentation Required:

- "Notification Form of Importation of Foods, etc."
- Customs Declaration Form
- Certificate of Origin
- Traceability documentation
- Bill of Lading
- Commercial invoice
- Insurance
- Packing list



General Labelling Requirements:

- The importer based in Japan is responsible for ensuring labels meet the below requirements. The importer may request that compliant labels are applied to products before they are shipped to Japan, however, this is not required by the Japanese government.
- The exact requirements differ as per whether the Food & Beverage product is fresh or processed.
- Written in Japanese
- Name of the Product
- Country of Origin
- Name and address of the Japanese importer
- Ingredient list
- Food additives in descending order of weight
- Storage instructions
- Expiry date
- Net quantity
- Allergen information
- Genetically engineered ingredient declaration
- Nutrition information

Packaging Requirements:

- Di-2-ethylhexyl cannot be used as a plasticizer for polyvinyl chloride used with foods containing edible fats and oils.
- Any packaging that touches food must not be made from more than 0.1% lead or 5% antimony.
- There are many other regulations that apply to certain metal packaging materials that can be found under the English “Chapter III: Apparatus, Containers and Packaging” document on the MHLW website.

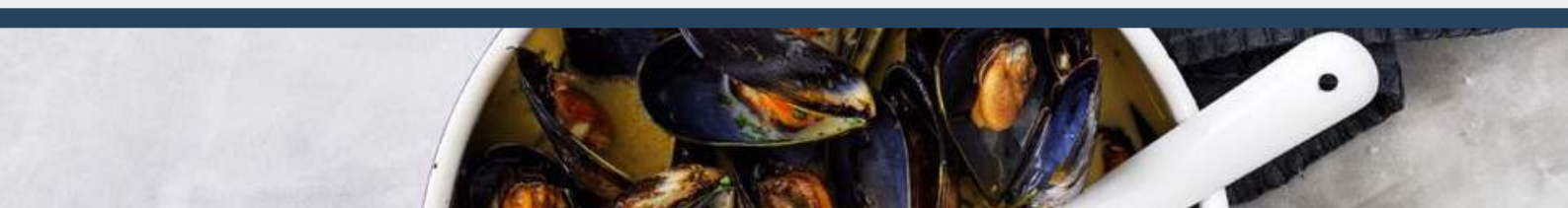
Non-Tariff Barriers:

- Import quotas: There are a range of quotas applicable to Australian exports such as certain seafoods. Some quotas were created by JAEPA, e.g. the honey quota, which can be applied for by filling out a JAEPA quota application form online. For quotas not created by JAEPA, applicability can be determined by using a translating service to navigate the “水産物の輸入割当て” page on the METI website. If a quota is applicable, exporters must obtain an import quota allocation certificate from the METI, allowing an import license to be received from a foreign exchange bank.
- Import declarations: Many raw materials, semi-finished products, and manufactured goods can be exported to Japan without previous approval from the METI with a completed import declaration form that can be authorised by approved foreign exchange banks.

Tariffs Levied:

- There is a range of different tariff classifications under JAEPA that could be applied to a product. For example, some goods produced in Australia are eligible to incur no tariffs at all, while some tariffs will be eliminated over three years, and others will receive a tariff-rate quota, etc.

Source: *USDA Food and Agricultural Import Regulations and Standards Country Report [FAIRS], MHLW*



Category Data

Fish and Seafood in Japan

2020 IMPACT

- Total volume sales of fish and seafood have been declining steadily for almost the last two decades. A similar trend was seen in 2019. Even as Japan continues to be one of the biggest consumers of fish and seafood globally, the country's demographic composition has been changing, resulting in lower sales. Since fish can be time-consuming to prepare in a fresh, unpackaged state, Japanese consumers have been gravitating towards packaged products.
- Japan has seen a steady increase in the rise of women in the workforce, as well as single-person households. Before the pandemic, time-poor Japanese consumers were frequently seeking more convenience, which was found through packaged fish and seafood, as compared to fresh seafood and fish. Packaged food as an overall category was also enticing customers away from fresh fish and seafood.
 - However, after the onset of the pandemic, more consumers have been spending time at home, especially due to social distancing requirements. This has led to more consumers cooking and dining at home, resulting in a recovery in retail volume sales for the fish and seafood industry.
- Pacific Saury, one of Japan's most popular seafood products, has seen a rise in average price from approximately JPY75.00 per piece to over JPY100.00 per piece in 2020. This has primarily been due to fewer catches and an increase in demand from bordering countries like South Korea and China. These factors have led to a decrease in fish stocks around the shores of Japan.
- The economic impact of the pandemic, including fears over job security and income uncertainty, also resulted in consumers looking towards cheaper protein alternatives, including more economical cuts of meat. The latter has seen a surge in popularity during the review period. Hence, growth in retail volume sales notwithstanding, total volume sales for the fish and seafood industry did not see any notable rise.
- The Japanese eat specific seafood based on the time of year. For example, they eat more fatty fish like cod, salmon, and tuna in the winter. Shrimp can be eaten at any time of the year, but it is more popular in the spring and summer because of its bright pink colour, which goes well with the "cherry blossom" season.



- 2021-22 is expected to bring recovery for total volume sales of fish and seafood in Japan, along with a growth spike causing the pre-pandemic decline to reverse itself. This recovery will especially be due to the post-pandemic rising health consciousness of consumers who will see fish and seafood as a healthier source of protein and vitamins.
- Nevertheless, by the end of the forecast period, category sales are predicted to revert to pre-pandemic trends, which will cause a significant contraction in volume sales, thereby bringing about a strong slowdown.
- Consumption of seafood in Japan will be impacted by the increasing demand for seafood in neighbouring Asian countries since this is expected to cause unit prices of seafood to increase significantly. With these increasing prices and a trending pattern of a decline in consumption, especially among younger Japanese consumers, it is anticipated that both the private and public sectors will have to ramp up efforts in order to renew demand.
 - For instance, Japan's Fisheries Agency's "Delight of a Fish-Rich Country" project is hoping to unite fishing organisations, retailers, manufacturers, educators and the government, so that the common aim of increasing the consumption of fish and seafood may be achieved. Through this initiative, education about eating fish and its role in traditional Japanese culture will be delivered in schools. Member bodies will also promote the consumption of seafood through rigorous marketing and promotions, including the creation of new dishes and recipes.
- Due to their long history of eating seafood, Japanese people are thought to be some of the pickiest consumers in the world when it comes to quality and freshness. They also know that these needs come with a price: to get fresh, high-quality seafood, you have to move it quickly and use complicated distribution channels. Imported swordfish products are more expensive because of this, but buyers don't mind the high prices because, in general, Japanese buyers are willing to pay more for top quality and freshness. But recently, some types of customers, especially younger people, have been looking for cheaper products and more items that are easy to use.

Country	Sector	Category	Segment	Year	Value M USD	5yr CAGR M USD (%)
Japan	Fish & Seafood	Ambient Fish & Seafood	Ambient Fish & Seafood	2022	910.69	-1.41
				2027	1,075.20	3.38
		Chilled Raw Packaged Fish & Seafood - Processed	Chilled Raw Packaged Fish & Seafood - Processed	2022	1,394.40	-2.63
				2027	1,406.17	.17
		Chilled Raw Packaged Fish & Seafood - Whole Cuts	Chilled Raw Packaged Fish & Seafood - Whole Cuts	2022	2,322.47	-.92
				2027	2,121.40	-1.79
		Dried Fish & Seafood	Dried Fish & Seafood	2022	440.11	-2.18
				2027	530.05	3.79
		Fresh Fish & Seafood (Counter)	Fish	2022	3,715.58	-3.29
				2027	3,106.57	-3.52
			Shellfish	2022	1,666.04	-1.20
				2027	1,446.45	-2.79
		Frozen Fish & Seafood	Frozen Processed Fish	2022	518.40	-2.55
				2027	597.62	2.88
Frozen Whole Cuts Of Fish & Seafood	2022		732.45	-1.28		
	2027		689.53	-1.20		

Source: GlobalData, 2024

ITC - Trade Data

Fresh or Chilled Swordfish in Japan

Japan - Trade Data - HS Code 030247 Fresh or Chilled Swordfish

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	742	81	-80	-8	-3
1	Australia	362	30	-45	-17	-18
2	Indonesia	307	44	-89	-	30
3	New Zealand	56	5	-74	-43	-41
4	South Africa	17	1	-80	-	-41
5	Spain	-	-	-	-	-
6	Ecuador	-	-	-	-	-
7	Canada	-	-	-	-	-
8	Morocco	-	-	-	-	-
9	Brazil	-	-	-	-	-
10	Portugal	-	-	-	-	-

AUS - Trade Data - HS Code 030247 Fresh or Chilled Swordfish

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	1,988	205	-22	-13	-17
1	United States	1,804	170	32	-14	-19
2	Japam	184	34	-84	-18	-14
3	Indonesia	-	-	-	-	-
4	New Zealand	-	-	-	-	-
5	Italy	-	-	-	-	-
6	Spain	-	-	-	-	-
7	France	-	-	-	-	-
8	Canada	-	-	-	-	-
9	Portugal	-	-	-	-	-
10	Belgium	-	-	-	-	-

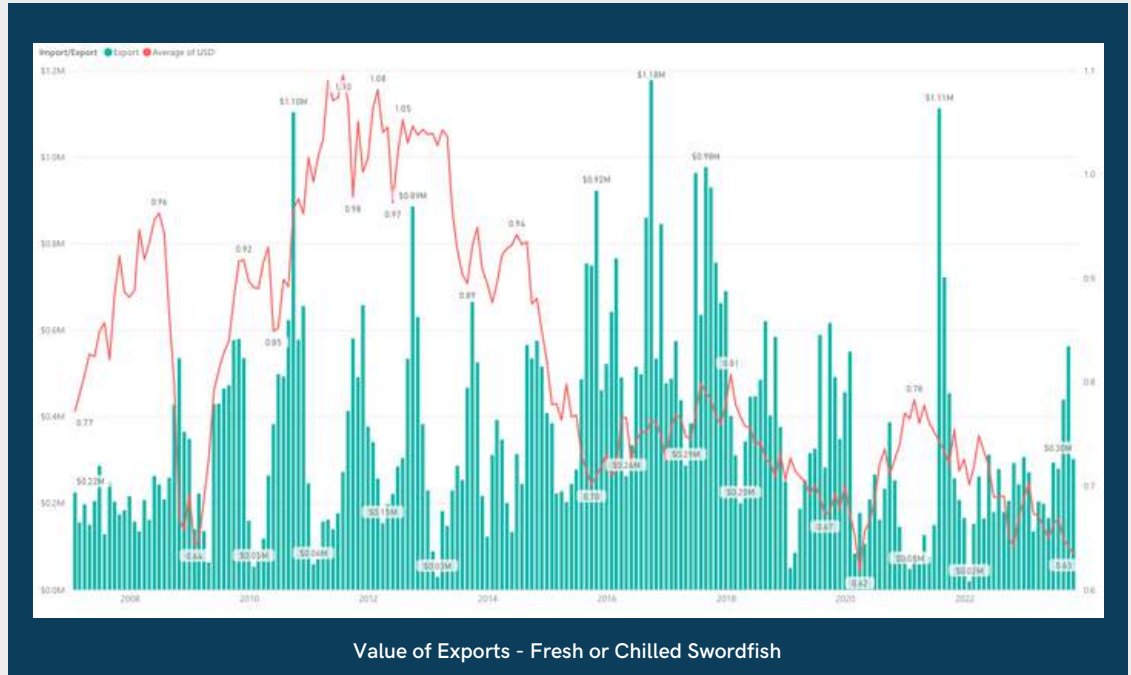
Source: ITC Trade Map, 2023

FRDC - Trade Data

Fresh or Chilled Swordfish Exports - Value

AUS - Trade Data - Species: Fresh or Chilled Swordfish

(Exports):



Commodity Description	Value
Fresh or chilled swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and livers and roes)	\$43,174,138
Fresh or chilled swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	\$27,525,488
Fresh or chilled fillets of swordfish (Xiphias gladius)	\$489,980
Frozen swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and livers and roes)	\$333,312
Frozen fillets of swordfish (Xiphias gladius)	\$111,366
Frozen swordfish (Xiphias gladius) meat, whether or not minced (excl. fillets)	\$104,329
Fresh or chilled fillets and other meat, whether or not minced, of swordfish (Xiphias gladius)	\$31,529
Fresh or chilled swordfish (Xiphias gladius) meat, whether or not minced (excl. fillets)	\$7,587
Frozen swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$716

Value of Exports - Top Commodity Breakdown

Country	Value
United States of America	\$42,880,022
Japan	\$27,436,981
Switzerland	\$467,652
Hong Kong	\$199,216
Indonesia	\$147,279
French Polynesia	\$142,736
New Zealand	\$111,294
Vietnam	\$96,948
Netherlands	\$60,284
New Caledonia	\$39,915
Samoa (American)	\$33,950
Canada	\$33,759
Spain	\$32,872

Leading Export Destinations - Value

State	Value
QLD	\$56,617,628
WA	\$9,586,502
NSW	\$5,147,180
Foreign (re-export)	\$121,737
VIC	\$116,270
SA	\$111,629
TAS	\$47,155

Export Value by State

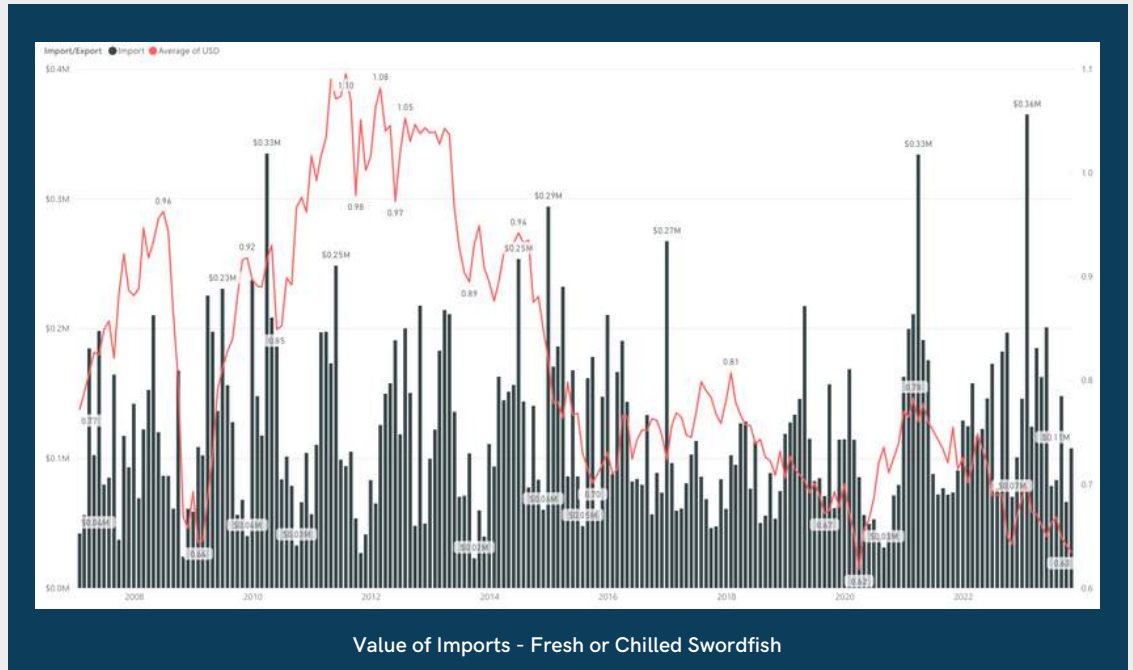
Source: FRDC, 2023

FRDC - Trade Data

Fresh or Chilled Swordfish Imports - Value

AUS - Trade Data - Species: Fresh or Chilled Swordfish

(Imports):



Commodity Description	Value
Fresh or chilled swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and livers and roes)	\$7,635,284
Fresh or chilled fillets of swordfish (Xiphias gladius)	\$5,560,790
Frozen fillets of swordfish (Xiphias gladius)	\$4,460,040
Fresh or chilled swordfish (Xiphias gladius) (excluding fillets and other meat o	\$2,560,844
Frozen swordfish (Xiphias gladius) meat, whether or not minced (excl. fillets)	\$1,780,924
Fresh or chilled fillets and other meat, whether or not minced, of swordfish (Xiphias gladius)	\$1,333,718
Fresh or chilled swordfish (Xiphias gladius) meat, whether or not minced (excl. fillets)	\$524,295
Frozen swordfish (Xiphias gladius) (excluding fillets and other meat of HS 0304	\$290,004
Frozen swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and livers and roes)	\$83,201

Value of Imports - Top Commodity Breakdown

Country	Value
Indonesia	\$12,167,212
New Zealand	\$9,005,453
Vietnam	\$1,878,526
Thailand	\$521,701
Sri Lanka	\$280,861
Taiwan	\$117,590
China	\$58,975
New Caledonia	\$42,223
Fiji	\$37,447
Seychelles	\$30,914
India	\$23,748
Portugal	\$21,088

Leading Import Sources - Value

State	Value
NSW	\$11,252,965
VIC	\$7,889,811
QLD	\$3,306,693
WA	\$1,678,179
SA	\$101,452

Import Value by State

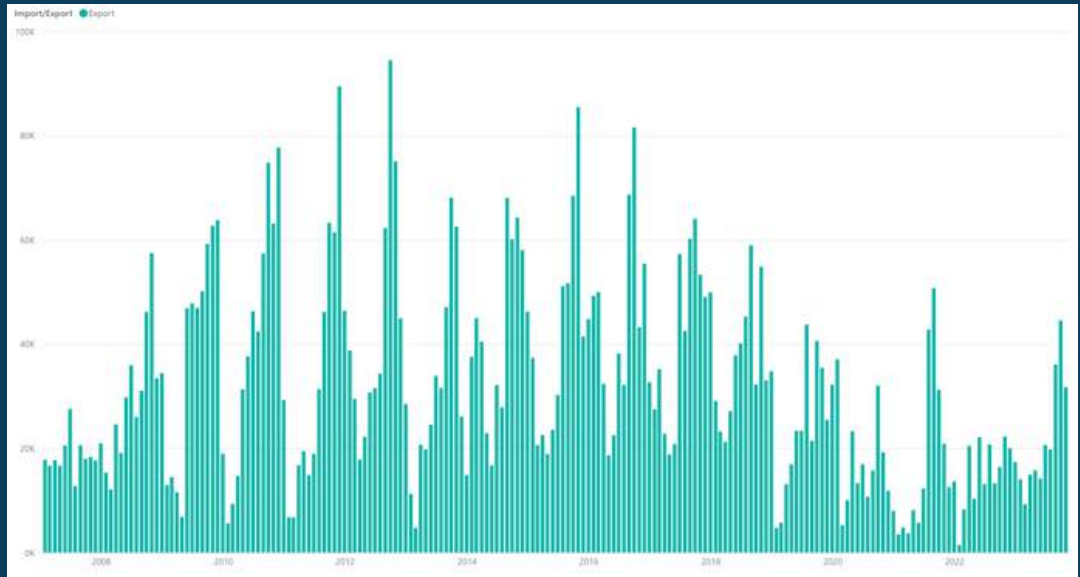
Source: FRDC, 2023

FRDC - Trade Data

Fresh or Chilled Swordfish Exports - Volume

AUS - Trade Data - Species: Fresh or Chilled Swordfish

(Exports):



Volume of Exports - Fresh or Chilled Swordfish

Commodity Description	Quantity
Fresh or chilled swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and livers and roes)	4,323,985
Fresh or chilled swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	1,974,705
Fresh or chilled fillets of swordfish (Xiphias gladius)	40,760
Frozen swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and livers and roes)	28,360
Frozen swordfish (Xiphias gladius) meat, whether or not minced (excl. fillets)	26,692
Frozen fillets of swordfish (Xiphias gladius)	10,628
Fresh or chilled fillets and other meat, whether or not minced, of swordfish (Xiphias gladius)	3,804
Fresh or chilled swordfish (Xiphias gladius) meat, whether or not minced (excl. fillets)	453
Frozen swordfish (Xiphias gladius) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	40

Volume of Exports - Top Commodity Breakdown

Country	Quantity
United States of America	3,460,707
Japan	2,824,494
New Zealand	24,566
Hong Kong	17,699
Samoa (American)	14,000
Indonesia	12,660
French Polynesia	10,879
Switzerland	10,328
Vietnam	9,228
Canada	4,287
Nauru	4,000
No Country Detail (Confidential)	3,097

Leading Export Destinations - Volume

State	Quantity
QLD	5,013,140
WA	924,552
NSW	428,745
VIC	13,169
Foreign (re-export)	11,640
SA	10,030
TAS	5,054

Export Volume by State

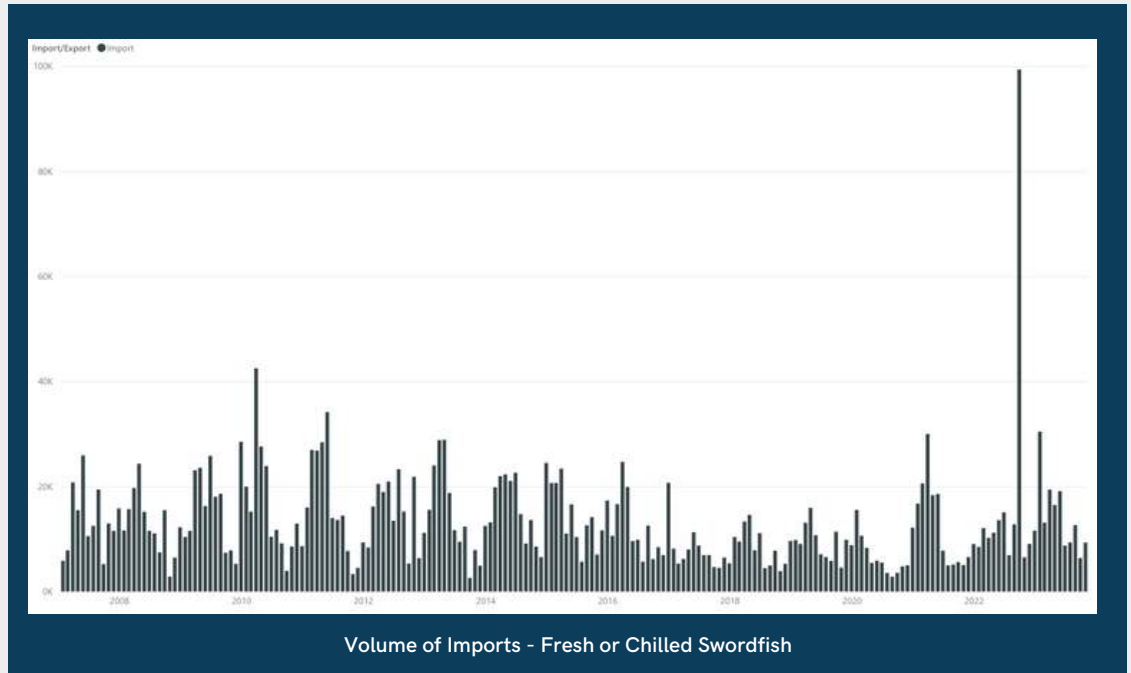
Source: FRDC, 2023

FRDC - Trade Data

Fresh or Chilled Swordfish Imports - Volume

AUS - Trade Data - Species: Fresh or Chilled Swordfish

(Imports):



Commodity Description	Quantity
Fresh or chilled swordfish (<i>Xiphias gladius</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	994,760
Fresh or chilled fillets of swordfish (<i>Xiphias gladius</i>)	531,124
Frozen fillets of swordfish (<i>Xiphias gladius</i>)	373,623
Fresh or chilled swordfish (<i>Xiphias gladius</i>) (excluding fillets and other meat o	267,472
Fresh or chilled fillets and other meat, whether or not minced, of swordfish (<i>Xiphias gladius</i>)	182,763
Frozen swordfish (<i>Xiphias gladius</i>) meat, whether or not minced (excl. fillets)	161,572
Frozen swordfish (<i>Xiphias gladius</i>) (excluding fillets and other meat of HS 0304	105,227
Fresh or chilled swordfish (<i>Xiphias gladius</i>) meat, whether or not minced (excl. fillets)	36,354
Frozen swordfish (<i>Xiphias gladius</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	24,123

Volume of Imports - Top Commodity Breakdown

Country	Quantity
New Zealand	1,222,116
Indonesia	1,050,515
Vietnam	258,253
Thailand	62,912
Sri Lanka	26,655
China	17,000
Taiwan	10,120
Fiji	5,779
New Caledonia	4,666
Seychelles	3,772
Samoa	3,500
Portugal	3,000

Leading Import Sources - Volume

State	Quantity
NSW	1,235,133
VIC	949,635
QLD	346,126
WA	137,813
SA	8,311

Import Volume by State

Source: FRDC, 2023

FRDC - Trade Data Sourced from FAO

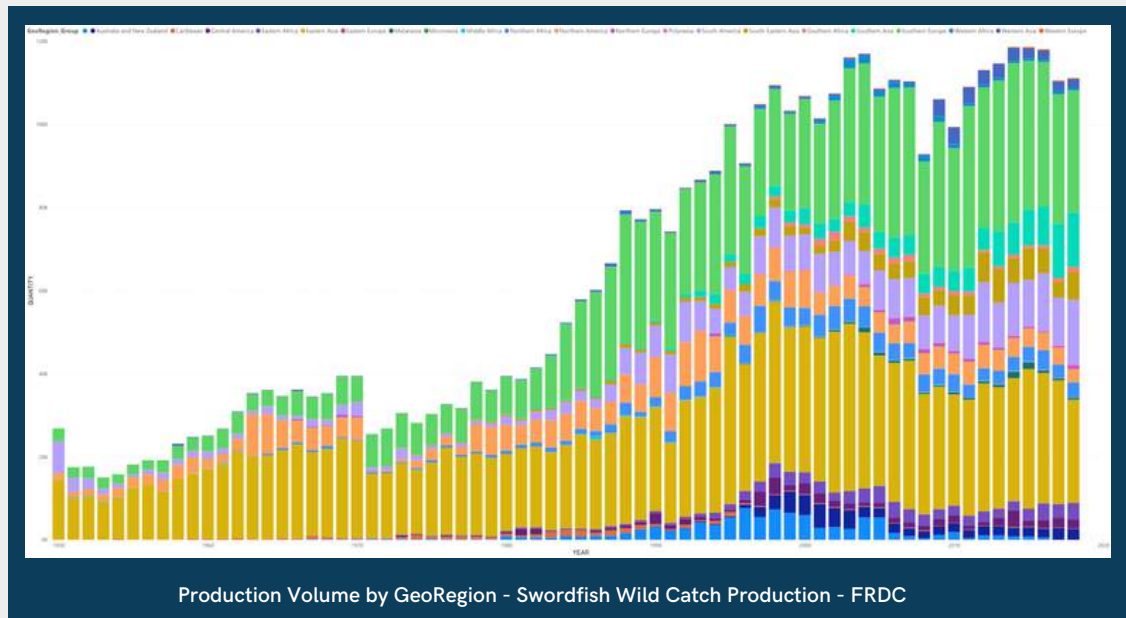
Food and Agriculture Organization (FAO) Capture Production Quantity - Tunas, Bonitos, Billfishes

ISSCAAP Group: Tunas, Bonitos, Billfishes

Reporting country Name En	Unit Name	2021	2020	2019
Australia	Tonnes - net product weight	50 128	53 460 E	57 143
Japan	Tonnes - net product weight	335 640	355 219	339 868

Reporting country Name En	Unit Name	2021	2020	2019
Australia	Value (USD 1000)	291 360	292 644 E	352 602
Japan	Value (USD 1000)	2 314 491	2 145 368	2 346 275

Production Volume & Value by ISSCAAP (International Standard Statistical Classification of Aquatic Animals and Plants) - FAO



Source: FAO, FRDC, 2023

Additional Resources

COUNTRY INSIGHTS

[Agriculture and Agri-Food Canada - Japan Market Overview](#)

[Austrade - Japan Market Profile](#)

[DFAT - Japan Country Brief](#)

[DFAT - Japan Market Insights](#)

[Enterprise Singapore - Japan Market Profile](#)

[FoodExport - Japan Country Profile](#)

[HKTDC Research - Japan Market Profile](#)

[Santandar Trade Markets - Japan Market Overview](#)

[USDA - Japan Exporter Guide](#)

CONSUMER INSIGHTS

[Agriculture and Agri-Food Canada - Japan Consumer Profile](#)

[GWI - Japan Consumer Snapshot](#)

[Santandar Trade Markets - Reaching the Japanese Consumer](#)

CATEGORY & CHANNEL INSIGHTS

[Agriculture and Agri-Food Canada - Japan E-commerce Channel Overview](#)

[Agriculture and Agri-Food Canada - Japan Fish and Seafood Sector Overview](#)

[Euromonitor International - Japan Fish & Seafood Category Overview](#)

[Fisheries Research and Development Corporation \(FRDC\) - Australia-Specific Trade Data](#)

[International Trade Centre - Market-Specific Trade Data](#)

[USDA - Japan Foodservice Overview](#)

[USDA - Japan Retail Overview](#)

MARKET ACCESS INSIGHTS

[UNCTAD - Japan Investment Policy Hub](#)

[USDA - Japan Import Regulations & Standards](#)

OTHER RESOURCES

EFIC

Export Connect Portal

Fitch Solutions

GlobalData

Google Trends

IbisWorld

L.E.K.

Marketline

McKinsey

Mintel

Nielsen

NZTE

Seafish UK

Statista

Trading Economics



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