



Oatinformation

# Japan Oat & Oat Product Trade

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For greater detail of Exports by HSC codes contact us at [randy@oatinformation.com](mailto:randy@oatinformation.com)

# Japan Oat and Oat Product Trade Summary

Japan raw oat and oat product imports off to a slow start for 2023, oat groat imports increasing

- Raw oat imports are down 16% for the first two months of 2023. Canada and Australia remain the major exporters to Japan with the US a small supplier. Imports are high quality oats, mainly for the horse market, and have remained relatively stable over the past 10 years.
- Japan oat product imports are down 18% for the first two months of 2023. Oat product imports reached a record high in 2022 and are expected to remain strong in 2023. Australia, China and Finland remain the largest exporters of oat products to Japan. Market penetration in Japan for new suppliers is a challenge as quality and service remain high priorities for Japanese importers. An interesting side note is, oat groat imports are increasing. This could be a potential savings on shipping groats, which are flaked in Japan, rather than flakes which cost more to transport.
- Japan cereal bars are a growing segment along with oat milk. Cereal bar demand is being driven by the increasing demand for healthy and convenient snack options. Oat milk demand has seen outstanding growth since 2021. Breakfast cereal demand fell in 2022 but is expected to recover into 2028.
- FMI Research indicated Japan cereal bars market will register robust growth at 5.6% CAGR in the upcoming decade as prevalence of obesity rises across the globe. As millennials are focusing on weight management to reduce the risk of lifestyle disorders, the demand for cereal bars is expected to surge.

Mt	Jan-Dec								YTD (Jan-Feb)			
	2018	2019	2020	2021	2022	5 yr avg	5 yr CAGR	% of total	2023	2022	Chge	MT Chge
<u>Raw</u>												
Exports	10	16	11	14	2	11	-27.5%	100.0%	3	2	50.0%	1
Imports	45,261	45,957	46,627	47,632	48,877	46,871	1.5%	100.0%	6,988	8,323	-16.0%	-1,335

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	2018	2019	2020	2021	2022	5 yr avg	5 yr CAGR	% of total	2023	2022	Chge	MT Chge
<u>Oat Products</u>												
Exports	28	-	-	-	-	9	-100.0%	100.0%	-	-	0.0%	0
Imports	18,408	19,430	25,980	31,561	47,228	28,521	20.7%	100.0%	4,766	5,805	-17.9%	-1,039

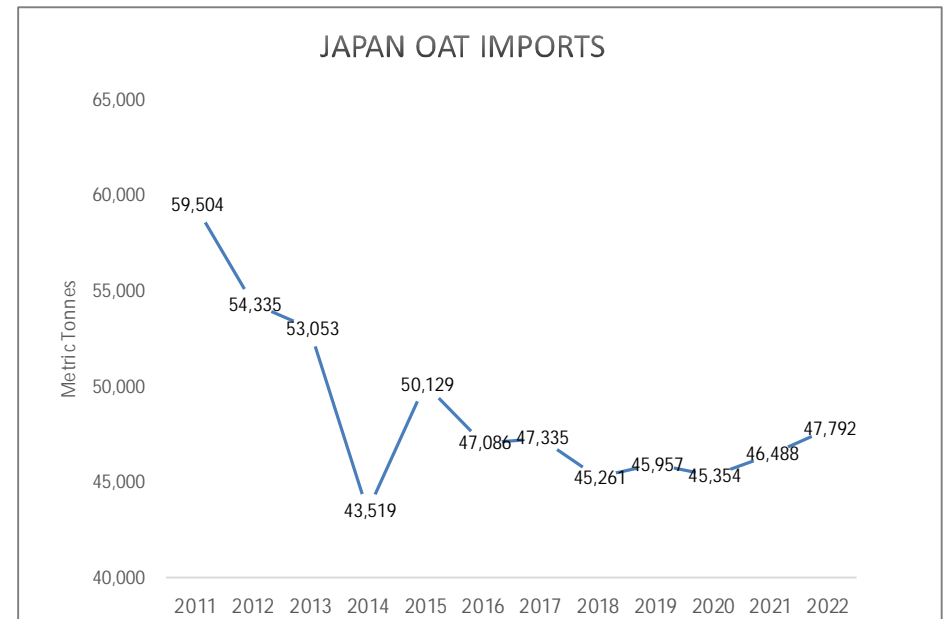
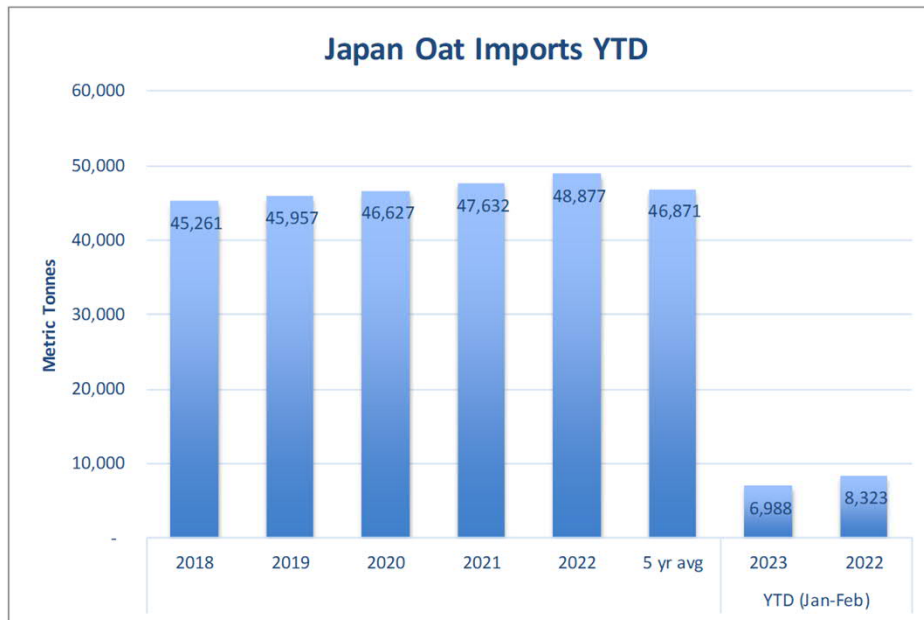
## Japan Oat Imports - Top 5

Mt	Jan-Dec								YTD (Jan-Feb)			
	2018	2019	2020	2021	2022	5 yr avg	5 yr CAGR	% of total	2023	2022	Chge	MT Chge
Total	45,261	45,957	46,627	47,632	48,877	46,871	1.5%	100.0%	6,988	8,323	-16.0%	-1,335
Australia	15,904	8,465	7,372	11,210	34,639	12,631	16.8%	26.9%	3,792	3,751	1.1%	41
Canada	26,515	34,189	36,818	33,438	11,518	31,125	-15.4%	66.4%	3,129	4,519	-30.8%	-1,390
Chile	926	665	519	824	749	724	-4.2%	1.5%	-	53	-100.0%	-53
United States	1,279	1,553	1,325	1,144	1,085	1,310	-3.2%	2.8%	67	-	0.0%	67
Uruguay	288	568	147	336	285	308	-0.2%	0.7%	-	-	0.0%	0

## Japan Oat Product Trade by Product

HS Code - Mt	Jul-Jun							YTD (Jan-Feb)				
	2018	2019	2020	2021	2022	5 yr avg	5 yr CAGR	% of total	2023	2022	Chge	MT Chge
E	28	-	-	-	-	6	-100.0%	100.0%	-	-	0.0%	0
110412	28	-	-	-	-	6	-100.0%	100.0%	-	-	0.0%	0
I	18,408	19,430	25,980	31,561	47,228	28,521	20.7%	100.0%	4,766	5,805	-17.9%	-1,039
110412	17,861	18,696	25,484	29,242	45,000	27,256	20.3%	95.6%	4,644	5,692	-18.4%	-1,048
110422	547	734	496	2,320	2,228	1,265	32.4%	4.4%	122	113	8.2%	9
Grand Total	18,436	19,430	25,980	31,561	47,228	28,527	20.7%	100.0%	4,766	5,805	-17.9%	-1,039

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Mt	Jan-Dec								YTD (Jan-Feb)			
	2018	2019	2020	2021	2022	5 yr avg	5 yr CAGR	% of total	2023	2022	Chge	MT Chge
Total	18,408	19,430	25,980	31,561	47,228	28,521	20.7%	100.0%	4,766	5,805	-17.9%	-1,039
Australia	10,483	10,922	13,200	13,490	23,390	11,741	17.4%	41.2%	2,949	2,877	2.5%	72
Brazil	-	-	-	-	1	-	-	0.0%	-	-	0.0%	0
Bulgaria	-	-	25	50	-	15	-	0.1%	-	-	0.0%	0
Canada	620	720	1,255	1,922	2,129	1,025	28.0%	3.6%	429	314	37.0%	116
Chile	350	400	400	-	-	340	-100.0%	1.2%	-	-	0.0%	0
China	2,864	3,959	4,276	4,939	4,574	3,856	9.8%	13.5%	291	885	-67.1%	-594
Czech Republic	-	-	-	-	91	-	-	0.0%	46	-	0.0%	46
Denmark	-	-	-	6	63	1	-	0.0%	-	-	0.0%	0
Finland	2,329	1,881	3,011	3,472	7,179	2,441	25.2%	8.6%	954	567	68.4%	387
France	-	-	1	3	9	1	-	0.0%	-	2	-100.0%	-2
Germany	1	2	4	13	18	5	71.7%	0.0%	-	-	0.0%	0
Ireland	8	9	50	31	21	21	20.5%	0.1%	-	-	0.0%	0
Italy	-	-	-	-	-	-	-	0.0%	-	-	0.0%	0
Latvia	175	11	99	921	1,804	247	59.5%	0.9%	24	249	-90.3%	-225
Lithuania	-	-	-	823	820	165	-	0.6%	-	24	-100.0%	-24
Mexico	-	-	-	-	-	-	-	0.0%	-	-	0.0%	0
Netherlands	49	76	33	10	71	53	7.5%	0.2%	2	25	-90.1%	-23
North Macedonia	-	-	-	-	-	-	-	0.0%	-	-	0.0%	0
Poland	-	-	-	22	29	4	-	0.0%	-	-	0.0%	0
South Korea	-	-	19	-	-	4	-	0.0%	-	-	0.0%	0
Spain	-	-	-	2	2	0	-	0.0%	-	-	0.0%	0
Sweden	-	-	-	-	82	-	-	0.0%	-	-	0.0%	0
Taiwan	10	20	180	413	150	132	71.9%	0.5%	15	20	-25.0%	-5
United Arab Emirates	-	-	-	-	1,972	3	-	0.0%	-	-	0.0%	0
United Kingdom	963	756	1,370	999	1,419	1,060	8.1%	3.7%	26	201	-87.2%	-175
United States	554	674	2,056	4,446	3,397	1,655	43.7%	5.8%	29	643	-95.4%	-613

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