Public relations and coffee promotion activities of All Japan Coffee Association and the present situation of Japanese coffee market and the future trend

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11th April 2018
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**Activity regarding 「Oct/1 International Coffee Day」**

**From 1983 「Oct/1 Coffee Day」 (in Japan) to 2015 「Oct/1 International Coffee Day」**

- **Main activities:**
  - ① Increase public recognition of 「Oct/1 International Coffee Day」
  - ② Increase direct connections with consumers by the participatory promotion
  - ③ Enlightenment activity on the 「Coffee and Health」

**The 2nd 「Life with Coffee photo-competition 2017」**

- **Aim:** Share different emotional values of coffee with consumers through the photo competition
- **Application period:** 2017/6/1 ~ 7/31
- **Special judge:** Photographer Ms. Mineko Orisaku
- **Prize:** 1 Grand-prix
  - 6 winners from 6 different categories

**「Oct/1 International Coffee Day」 PR event**

- **Aim:** Increase recognition of 「Oct/1 International Coffee Day」
- **Execution date:** 2017/10/1
- **Contents**
  - 「Tokyo Area」
    - Photo Award Ceremony
    - Coffee tasting and delivering samples
  - 「Osaka Area」
    - Samba Dance Show
    - Coffee tasting and delivering samples
3) BS11 National network TV broadcast (Venue in Tokyo)

Activity regarding 「Oct/1 International Coffee Day」

1. AJCA’s public relations and coffee promotion activities
Venue in Osaka

**「Samba dance show, coffee tasting and delivering samples」**

★ Samba dance show started after opening declaration of Mr. Hagihara, Vice-chairman of AJCA.

★ Dance was livened up as Children joined on the spot

★ Coffee tasting & Delivering samples!

★ tasting: 1000 cups
★ samples: 3000 packs

Activity regarding 「Oct/1 International Coffee Day」

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**Activity regarding 「Oct/1 International Coffee Day」**

1）PR via national newspaper
- *Yomiuri*: 9 million copies
- *Asahi*: 6.5 million copies

（※ Households in Japan: 53.72 million）

2）PR via SNS
- Publication of more than 150 SNS news
- Exposition through Twitter, Line, fb
Ageing society with fewer children is advancing in Japan, it is predicted 35% of nationals in 2020 and 45% of nationals in 2050 will be over 60 years old of the age.

Increase concerns of 「Coffee and Health」

National Cancer Center Japan reported (May 2015)

"Coffee consumers of 3-4 cups a day have 24% less risk of death than non-coffee consumers."

76 newspapers picked up this news.
1) 「Interesting stories about coffee and Health ①〜④」
   • Total issues: 4 volumes (230 thousand issues)
   • Delivered to: consumers, mass media, Library etc.
   • Contents: explain easily about the health related effect of coffee

2) Booklet 「Coffee Break」
   • Total issues: 90 volumes (160 thousand issues)
   • Delivered to: mass media, Library etc.
   • Contents: Topics of the coffee in the world and the Coffee and Health

3) Disseminate information via AJCA Homepage
4) TV broadcast about 「Coffee and Health」 and make DVD for rent

● Purpose: Deepen the public understanding about 「Coffee and Health」

● Period: 2017/9/26 ～ 9/30 (for 5 consecutive days)

● TV: BS nationwide network

● Performer: Dr. Kazuo Kondo (Advisory Doctor of AJCA, Professor of The Toyo University and Medical practitioner)

● Contents:

| No1 topic | 「Latest study about coffee drinking habit and mortality」 |
| No2       | 「Medication of cardiovascular disease and coffee polyphenol」 |
| No3       | 「Risk of Stroke is decreased by Polyphenol」 |
| No4       | 「Possibility of coffee to prevent Parkinson’s decease」 |
| No5       | 「Is coffee carcinogenic?」 |
5) Subsidy program for the study of 「Coffee and Health」

● Contents: Invite researchers of universities, hospitals, research centers openly to promote the study of 「Coffee and Health」

● Results: the studies under our subsidy program amounted to total 217 since 1996

Themes of studies selected for the subsidy program of 2017

1. Lifespan analysis of aged mice that began consuming coffee at 20 months old
2. Metabolomic analysis of coffee-induced anti-glycation effect
3. Synergistic effect of coffee on the Treg-inducing activity of lactic acid bacteria, which inhibits and life-style related disease.
4. Anti-atrophic effects of coffee compounds in skeletal muscle-effects of caffeic and chlorogenic acid on myogenic differentiation.
5. Effects of enteric environmental modification by coffee ingredients on neurodegeneration in the model of Parkinson’s disease.
6. Partial structure analysis of coffee melanoidins using microbiological degradation activity.
7. Anti-Hepatitis C virus effect of coffee extracts and coffee-related compounds.
9. Chlorogenic acid inhibits the growth of primary effusion lymphoma in vitro and in vivo and induces apoptosis via suppression of the NF-kB and STAT3 pathway.
contents

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   • Activity regarding the 「Oct /1 International Coffee Day」
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2. The present situation of Japanese coffee market and the future trend
2. The present Japanese coffee market and the future trend

- Import of GCB amount 430-450 thousand tons in the several years (average growth +2.5 % / year)
- ’60 Liberalization of GCB import and Westernization of the Japanese diet habits promoted coffee consumption

<Factors of Increase>

- 1950 Start of GCB Import
- 1960 Liberalization of GCB Import
- 1960 Start of Instant coffee domestic production
- 1961 Liberalization of Instant coffee Import
- 1969 Canned Coffee introduced
- 1980s Bottled coffee introduced
- 2000s Personal R&G coffee and Stick type coffee started to increase
- 2012 Convenience stores’ coffee introduced

Westernization of the Japanese diet habits
● Share of beverage category: 30%。
● Consumers’ purchase value: 26 billion US$ (2016)
● Consumption amount: 51.8 billion cups (2016)
● Consumption volume marked record 4 consecutive years (2013-16)

→ Coffee is the most drunk beverage and the growth rate is the highest.

Positioning of coffee in the Japanese beverage market

Share by the beverage category (2015 shipped value base)

- Coffee: 30%
- Milk base drink: 22%
- Water/Soft drink: 11%
- Juice: 9%
- Carbonated drink: 15%
- Green Tea: 13%

Black tea, Coffee, Green tea (Production + Import volume)

- CAGR: 6.5%
- CAGR: 0.0%
- CAGR: 3.4%

Coffee ; Green bean import volume
Black tea ; Min Finance「Trade data」
Green Tea ; MOFA「Tea annual data」
Consumption cups : AJCA survey report
2. The present Japanese coffee market and the future trend

- The latest biggest topic is 「The growth of the Convenience store coffee」
- As for instant coffee and regular coffee, personal size is expanding

Canned coffee
2012→2016 (growth rate) 83%

Home size instant coffee
2012→2016 (growth rate) 88%

Data source: Consumer survey on coffee consumption (AJCA)
The change of coffee consumption rate and number of cups consumed

Both consumption rate and number of cups consumed increased.
Cups consumed by group of over 60s increased to 1.5 times from 2002

【coffee consumption rate (drink often+sometimes)】

【Number of cups consumed a week】

Data source: Consumer survey on coffee consumption (AJCA)
2. The present Japanese coffee market and the future trend

• Black coffee fans are increasing. Popular brand names are diversifying.
• Drip methods like the hand paper dripper are most popular.

source: coffee survey report (AJCA)
Consumption of regular coffee (roasted beans) will increase.

- Aged consumers over 70 years will consume more coffee reflecting the health concerns in the future.

The present Japanese coffee market and the future trend

【The change of cups of coffee consumed per week】

- "2002" coffee consumed:10.0 cups
- "2016" coffee consumed:11.1 cups
- "2030" forecast coffee consumed:12.0 cups

Increase
Summary

- Japanese coffee market will continuously expand in the future.
  The biggest group, senior consumers will consume more coffee.
  The recognition about "Coffee and Health" will increase further.
  The coffee culture will diversify and deepen.

- The consumers are demanding tasty and safe coffee.

All Japan Coffee Association will continuously carry out the promotion to increase the consumption and the health related enlightenment activities including Oct/1, International Coffee Day in order to expand the coffee market.

We would like to ask the producing countries to supply us with tasty and safe coffee continuously.

THANK YOU