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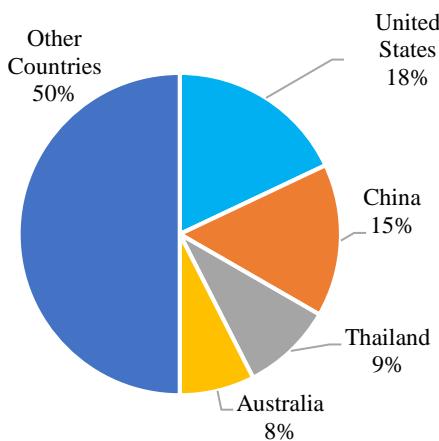
Report Highlights:

In 2024, total sales of Japan's hotel, restaurant, and institutional food service industry (HRI) increased by approximately 5.2 percent compared to the previous year, reaching \$228 billion. The surge in international tourists contributed to increases in all categories within the hotel and restaurant industry. The U.S. continues to be well positioned to continue supplying this segment with U.S. agricultural products, which account for nearly one fifth of the food that Japan imports.

Executive Summary:

The United States is the largest foreign supplier of food and agricultural products to an import-reliant Japan (15 percent of import market share)—the fourth largest single market for U.S. agricultural and related products in 2024 (\$13.6 billion). On January 1, 2020, the U.S.-Japan Trade Agreement (USJTA) entered into force, providing preferential tariff access for many U.S. agricultural products. Japan's food industries are well-developed and innovative in all sectors, including, retail, food service, food processing, and distribution.

Consumer-Oriented Agricultural Imports



Top Exporting Countries to Japan, 2024

Source: *Trade Data Monitor, LLC*

Food Retail Industry: In 2024, the total value of all retail food and beverage sales was \$193 billion. Supermarkets represent the bulk of the retail food sales at 45 percent and the convenience store sector accounts for approximately 28 percent of sales. Ready-to-eat meals or take-home foods represent an area of growth.

Food Processing Industry: The \$174 billion food processing industry produces a wide variety of foods: traditional Japanese, Western, and health-oriented foods for infants and the elderly. Food processors focus on maintaining market share among traditional product lines while developing creative and innovative food products to attract consumers.

Food Service Industry: In 2024, total sales of Japan's hotel, restaurant, and institutional food

service industry increased by 5.2 percent, reaching \$228 billion. The continued surge in international tourists contributed to increases in all categories within the hotel and restaurant industry.

Quick Facts CY 2024

Imports of Consumer-Oriented Products (US \$billion) \$40

List of Top 10 Growth Products in Host Country

- | | |
|-------------------------|-----------------------------|
| 1) Meat | 2) Condiments and Sauces |
| 3) Processed Vegetables | 4) Other Consumer- Oriented |
| 5) Confectionery | 6) Dairy (Cheeses) |
| 7) Tree Nuts | 8) Fresh Fruits |
| 9) Processed Fruits | 10) Egg & Egg Related |

Food Industry by Channels (U.S. billion)

Retail Food Industry	\$193
Food Service-HRI	\$228
Food Processing	\$174
Food and Agriculture Exports	\$9

Top 10 Host Country Retailers (based on sales)

AEON	Life Co
Seven & I Holdings	H2O Retailing
Yamazaki Baking	Valor Holdings
Pan Pacific International Holdings	USM Holdings
Isetan Mitsukoshi	Izumi

GDP/Population

Population (millions): 123.59 (2025 est.)

GDP (billions USD): \$4,000

GDP per capita (USD): \$32,336

Sources: *Trade Data Monitor, LLC, Japan Ministry of Finance, Japan Ministry of Economy, Trade and Industry, Japan Food Service Association, The World Factbook, The World Bank*

Strengths	Weaknesses
- U.S. products are in demand and remain trendy.	- The negotiating and decision-making process can take time.
Opportunities	Challenges
- With USJTA, nearly 90 percent of U.S. products are duty free or receive preferential tariff access.	- For products not covered in USJTA, many other suppliers enjoy tariff concessions through other FTAs.

Data and Statistics Note: The Japan HRI report is regularly produced with key data and statistics from the Japan Foodservice Association (JF), which releases its data and statistics every September. Due to a record high increase of entry and exit rates in the food service industry, JF has delayed releasing its complete industry data and statistics for 2024. As a result, the 2025 Japan HRI report utilized market research from, Fuji Keizai Marketing Research & Consulting Group, a private company, to capture the entire HRI industry market size.

In this report, the currency rates used are converted using the 2024 annual average exchange rate, since year-to-year fluctuation in exchange rates can distort trends.

Figure 1: Exchange Rate – Annual Average

Year Average	2022	2023	2024
JP¥ per US\$	131.454	140.511	151.353

Source: Internal Revenue Service – Yearly Average Currency Exchange Rates

Section I: Market Summary

According to Fuji Keizai Marketing Research, total sales from the hotel, restaurant, and institutional food service industry totaled JPY34,512 billion (\$228 billion USD) in 2024, a steady recovery of 5.2 percent from 2023. This data included restaurants, drinking establishments, hotels, institutional centers, transportation and ready-to-eat segments.

Figure 2: Japan HRI Market – Total Sales and Trends



Source: Fuji Keizai Marketing Research and Consulting Group (Fuji-Keizai)
YOY = Year-on-year rate

The Japanese HRI industry is broadly made up of nine major segments. On the whole, sales in the food service sector increased over 2023, as shown in Figure 3. In 2024, sales in the pub dining (mainly izakaya/drinking establishments) sector increased by 6.6 percent from the previous year, driven by normalized operations, a return of customary after-work socializing, and increased demand from international tourists (see Figures 4 and 6). The pub dining segment is comprised of izakayas, beer pubs, yakitori establishments, and other small operators. The total number of inbound tourists to Japan totaled 36.9 million in 2024, a significant increase of 47 percent from a total of 25.1 million in 2023.

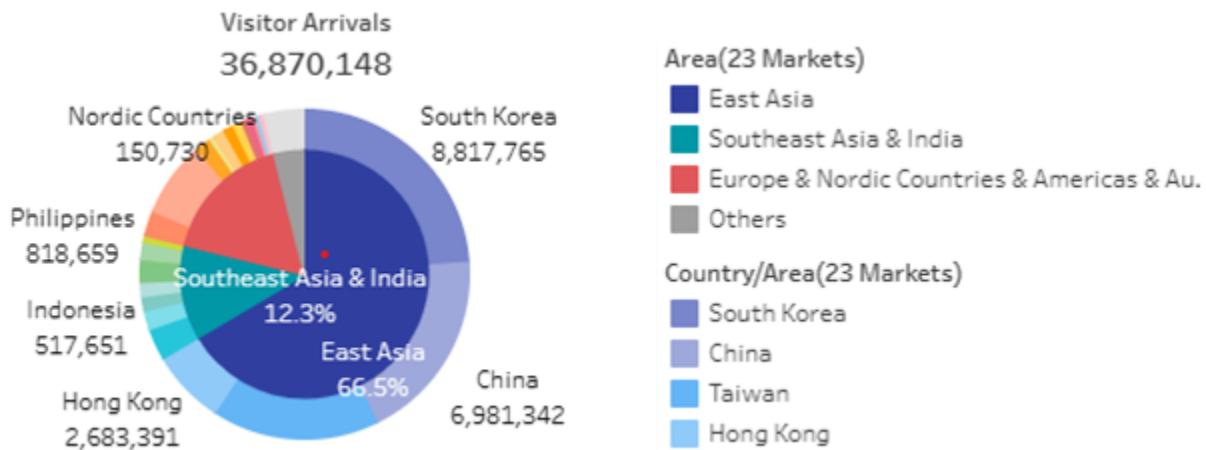
Figure 3: Japan Food Service Industry Market – Sales by Segments

Category\Year	2022		2023		2024		
Amount\Currency	JP¥ Bil	US\$bil	JP¥ Bil	US\$bil	JP¥ Bil	US\$ bil	Change
Restaurants Total	8,132.9	53.7	9,013.2	59.6	9,547.0	63.1	5.9%
Pub dining	2,908.2	19.2	3,490.2	23.1	3,721.7	24.6	6.6%
Café/tea shop	1,272.2	8.4	1,366.8	9.0	1,445.1	9.5	5.7%
Transportation	36.8	0.2	54.1	0.4	56.5	0.4	4.5%
Leisure facility	799.1	5.3	971.4	6.4	1,035.7	6.8	6.6%
Hotel	4,903.4	32.4	5,505.1	36.4	5,984.8	39.5	8.7%
Institution	4,455.2	29.4	4,548.1	30.0	4,646.0	30.7	2.2%
Take out	7,195.7	47.5	7,480.3	49.4	7,721.1	51.0	3.2%
Home delivery	366.1	2.4	362.6	2.4	353.9	2.3	-2.4%
HRI Grand Total	30,069.4	198.7	32,791.8	216.7	34,511.7	228.0	5.2%
Trend	14.2%		9.1%		5.2%		

Source: Fuji Keizai Marketing Research and Consulting Group (Fuji-Keizai)

In 2024, sales only in the home delivery segment decreased by 2.4 percent while the take-out segment increased by 3.2 percent from 2023. This demonstrates the contrast between home delivery and take-out from eateries in the post-pandemic era, where customers returned to physical restaurants to eat or pick up take-out orders.

Figure 4: Visitor Arrivals for 2024 by Country/Area



Source: Japan National Tourism Organization (JNTO)

According to Fuji Keizai Research, the total sales of the restaurant segment increased by 5.9 percent which included fast food, family style, western style (American, French, Italian and others), Japanese style, and other international (Chinese, Korean, Mexican, Indian, and Southeast Asian) style restaurants. The sales of fast-food chains and family style chains also increased by 7.4 percent and 8.9 percent respectively in 2024, compared to the previous year.

Figure 5: Restaurant Segment Sales

Category\Year	2022		2023		2024			
	Amount\Currency	JPY Bil	US\$ bil	JPY Bil	US\$ bil	JPY Bil	US\$ bil	Share
Fast Food	3,513.7	23.2	3,842.7	25.4	4,127.1	27.3	43.2%	7.4%
Family style	782.1	5.2	876.5	5.8	954.5	6.3	10.0%	8.9%
Asian & Ethnic style	1,295.5	8.6	1,407.9	9.3	1,464.2	9.7	15.3%	4.0%
Western style	883.1	5.8	978.7	6.5	1,002.4	6.6	10.5%	2.4%
Japanese style	1,658.5	11.0	1,907.5	12.6	1,998.9	13.2	20.9%	4.8%
Restaurant Total	8,132.9	53.7	9,013.2	59.6	9,547.0	63.1	100.0%	5.9%

Source: Fuji Keizai Marketing Research and Consulting Group (Fuji-Keizai)

Meat-oriented restaurants continued to show strong business performance. Although the number of steakhouses and yakiniku (Japanese barbecue) restaurants declined by 1 percent and 1.3 percent respectively, total sales of steakhouse and yakiniku restaurants increased by 1.4 percent

and 3.5 percent respectively in 2024, compared to the previous year. Many restaurants are facing challenges. For example, a Nagoya-based yakiniku company operating over 100 outlets, Sakai Group, has been facing serious rising costs and labor shortages that hinder the expansion of new yakiniku outlets. As a result, the company is pursuing different restaurant segments to help combat challenges like high price food and utility charges, labor shortages, and a shrinking number of customers due to the decreasing domestic population. These are difficulties faced by many restaurants as costs continue to increase.

According to Fuji Keizai research, the number of restaurants in Japan has been decreasing since 2017. In 2017, 994,963 restaurants were in operation, compared to 889,894 in 2024, a decline of 10.6 percent over the eight-year period. According to a Teikoku Data Bank report, the profitability of the food service industry has been weakening because the industry players have found it difficult to pass on the increased costs to their menu prices. Restaurants have seen a 26-point difference between the 91 percent increase in input prices and the roughly 65 percent increase in sales prices, meaning that cost absorption is not keeping up.

The Japanese food service industry was hit hard by the COVID-19 crisis but recovered quickly. However, the HRI industry faces continued challenges including price surges, labor shortages, and a shrinking number of domestic customers. The increase in inbound tourists throughout 2024, however, contributed to strong sales in the HRI industry, as discussed below.

Advantages and Challenges

Japan HRI industry stakeholders are pursuing new and creative ways to reach consumers in response to changing consumer lifestyles and preferences. Imported foods will continue to play an important role in supporting these industry adjustments.

ADVANTAGES	CHALLENGES
The U.S. leads in developing plant-based proteins, climate-resilient crops, and gene-editing technology.	Japan retains traditional food habits that consist of plant-based proteins. Consumers tend to keep away from new technology on the market.
Implementation of the U.S.- Japan Trade Agreement provided substantial market access to about 90 percent of U.S. agricultural products through duty free or preferential tariff access.	Several competitors including Canada, Australia, Chile, Mexico, and the EU have also implemented trade agreements providing preferential tariff access.
Stable supply of U.S. agricultural products has established a credibility among Japanese importers.	Increased prices of U.S. agricultural products and shipping costs reversed price competitiveness between domestic products and U.S. products.

High farming costs and the decline of both the number of famers and overall domestic agricultural production in Japan make imported food products vital.	Japanese buyers are now sourcing from all over the world rather than their more limited historic suppliers.
The successes of American style restaurants provide an avenue for introducing U.S. recipes and food ingredients into the Japanese diet.	Many Japanese consumers view American cuisine as less healthy and linked to negative health outcomes.
U.S. food manufacturers have a positive reputation for food safety relative to many Asian competitors.	Imported food products are viewed by many consumers as less safe than domestically produced food products.
American-style barbecue, breakfast, brunch, and steak house restaurants are increasing. These concepts help expand U.S. food product usage in the industry.	Latin American and Asian exporters have been improving distribution infrastructures and quality assurance procedures.

Constraints and Opportunities

Increased Prices

The continuous depreciation of the Japanese Yen against the U.S. dollar, in addition to other rising costs like labor and electricity, are driving up costs for daily food and related items. According to a Tokyo-based izakaya (pub dining) restaurant, the price for premium quality cooking oil has more than doubled from JPY3,800 (\$25 USD) per 16.5-kilogram liter can in 2022 to JPY9,800 (\$65 USD) in 2025. Wheat prices also experienced increases in 2024, and while the price has decreased, it is still well above pre-COVID levels. The average price of bread has increased by over 13.5 percent at the retail level. The trend of menu price increases has continued for nearly four years and is showing signs of acceleration. According to survey results on menu price revision plans among the top 100 restaurant chains by the Teikoku Data Bank, 56 companies had announced price increases by October 2025. Price increases are necessary due to increased costs of meat, wheat flour, and crude oil (energy).

U.S. Rice Penetrates the Market

Japan's rice market has faced considerable disruption following the summer 2024 shortage, which led to a sharp and persistent increase in prices through 2025. These sustained high prices have led retailers and the food service industry to increase rice imports beyond the volumes allotted in the state-traded system. Strong demand for affordable rice drove private imports up by 14,635 percent to 88,706 MT during the first 11 months of MY2024/25, representing 14 percent of the total imports. For more information, please see [JA2025-0062](#). The United States is the

largest supplier of rice to Japan. The food service industry has historically blended imported rice with domestic rice. However, the sharp rise in domestic rice prices has led to an increasing number of food service businesses relying on imported rice. Yoshinoya, a large-scale beef bowl chain, uses 25,000 tons of rice annually. It has increased the use of foreign-grown rice mixes, including U.S. rice, in many of its shops. Additionally, Matsuya Foods, another beef bowl chain, is also increasing the number of restaurants that use 100% imported rice (mainly U.S. rice), according to Nikkei MJ.

The Return of Low-Priced Menus

Amid rising inflation, consumers are experiencing fatigue from repeated price increases. In response to losses in customers, some restaurant chains began adopting low-priced menu strategies in 2025. In March 2025, McDonald's Japan raised prices on 40% of its menu items by 10 to 30 yen but brought back a 500-yen set menu (burger, fries, and drink), which remains available as of November 2025. In October 2024, Skylark Holdings acquired Suke-San Udon, a Kyushu-based restaurant chain offering low-priced udon (thick noodles), which has 92 locations and plans for another 30 in 2026. The chain has become popular for low menu prices. Saizeriya, a casual Italian restaurant known for its affordable menu, also lowered its menu costs by 30%, resulting in a 21.6% increase in sales in 2024 compared to 2023.

Explosion of Inbound Tourists

Total expenditures by international tourists in Japan exceeded JPY8 trillion (\$52.9 billion USD) through October 2025 according to Nikkei MJ. In October 2022, Japan lifted tourism restrictions and removed a cap on daily arrivals, moving closer to pre-pandemic rules as the country looked to the global travel rebound. In 2024, the number of inbound tourists to Japan reached a record high of over 36.8 million visitors, exceeding a previous record high of 32 million in 2019 just before COVID-19 struck Japan. The number of overseas visitors to Japan in April 2025 reached a record high of 3.9 million, 28.5 percent higher than the same month in 2024. In September 2025, it exceeded 3 million for nineteen consecutive months since March 2024.

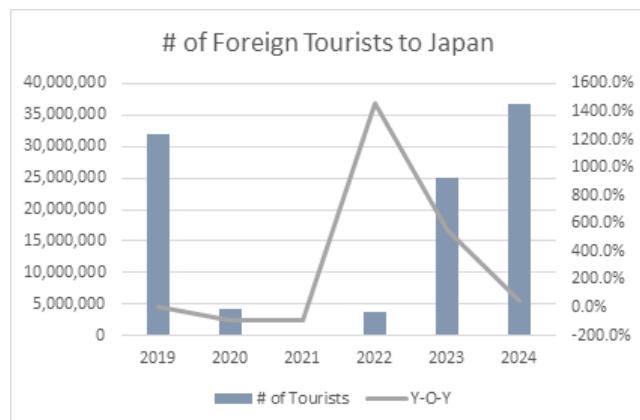
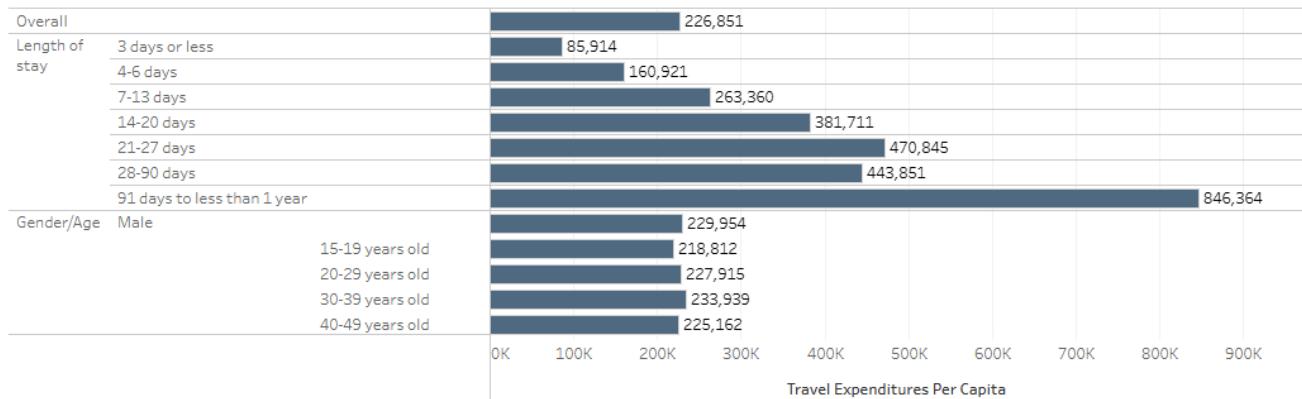


Figure 6: Foreign Travelers Visiting Japan Source: JNTO

Following the COVID-19 pandemic, inbound tourists have showed different spending behavior due to the weak Japanese Yen exchange rate environment. Foreign tourists are willing to spend more for restaurant experiences, increasingly visiting high-end restaurants and long-established historical Japanese restaurants including sushi bars and fine-dining Japanese restaurants. The

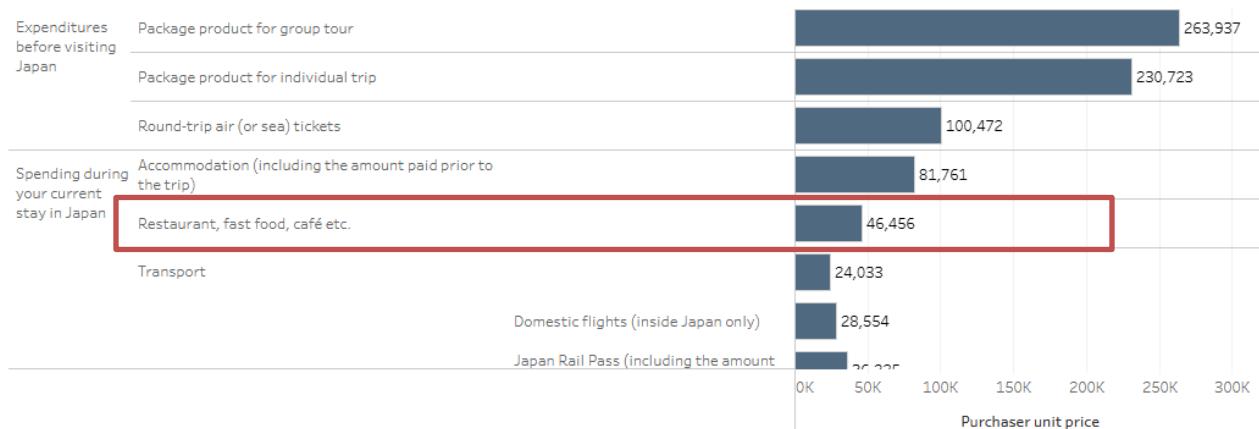
number of visitors from Asian countries has increased as well, accounting for more than 78 percent of total foreign visitors to Japan in 2024.

Figure 7: 2024 Travel Expenditures Per Capita (Overall, 2024)



Source: Created by JNTO based on the Japan Tourism Agency's "International Visitor Survey (2011-2023)"

Figure 8: 2024 Average Spending Per Capita by Category (Overall, 2024)



Source: Created by JNTO based on the Japan Tourism Agency's "International Visitor Survey (2024)" Note: Other categories included in this survey are as follows: confectionaries totaling JPY 11,085, alcoholic beverages totaling JPY 10,713, fresh agricultural products JPY 8,988, other food, drink & tobacco totaling JPY 10,925.

Section II: Roadmap for Market Entry

Market Entry and Structure

For new-to-market exporters entering the Japanese food service market, the first step to market entry is to find an importer, which usually takes a considerable amount of time. Strategies will vary depending on the type of food product being introduced and the current competitive

environment. However, there are some basic steps that new-to-market exporters should follow when they consider entering the market.

One of the fundamental steps before entering the market is to determine whether a product is authorized for sale in Japan. There could be restrictions due to phytosanitary or food safety concerns that prevent products from being imported. A preliminary analysis should be completed to determine market potential of products, pricing of similar products, key points of differentiation for the product compared to others, and what kind of packaging is suitable for the market. Products must meet Japanese regulations for food ingredients, especially regarding food additives. If the product contains prohibited ingredients, it must be reformulated to meet the regulations. Exporters should also be aware of the import classification and tariff rate for products. Freight forwarders and traders can be helpful in determining the product category. Japan Customs has a website for requesting an advance ruling on tariff classifications, which is available to importers and related parties at: [Advance Ruling on Classification](#).

For more information, see the latest FAS Japan Food and Agricultural Import Regulations and Standards (FAIRS) report and exporter guides at: [Export Guidance](#).

When possible, visiting Japan is recommended. The Tokyo and Osaka Agricultural Trade Offices ([ATO](#)), U.S. Agricultural Cooperator Groups, and State and Regional Trade Groups ([SRTG](#)) are resources for obtaining information about the market. Private companies may also be hired to do product testing among consumers and to gauge reactions to product taste, appearance, and texture. For new-to-market products, the ATO recommends you participate in USDA endorsed trade shows or other food related trade shows/showcases to allow exporters to research a product's potential and meet Japanese importers who often do not respond to "cold calls" or requests for meetings from unknown companies. The ATO Japan offices organize U.S. pavilions at the USDA endorsed trade shows, [Supermarket Trade Show](#) and [FOODEX Japan](#), and offer support to U.S. exhibitors such as market briefings and arranging meeting space. The ATOs are also present at smaller trade shows, which are useful depending on the target audience.

Distribution

Japan has one of world's most developed food supply chains. Individual restaurants tend to buy food at nearby butcher shops, fresh food markets, local supermarkets, and/or small food wholesalers. Chain restaurants tend to procure food from food service industry wholesalers who offer combined shipment/delivery of various foods and restaurant business materials. Some of these wholesalers import food directly from foreign countries, but most buy imported foods from trading houses, which carry out a variety of functions, including documentation, clearing customs, testing for quality assurance, warehousing, and financing the inventory.

Some "cash and carry" retailers, including wholesale clubs such as Costco (which has 37 warehouses) are popular sources for food products among smaller-sized food service operators. The biggest is Gyomu Super (business supermarket) owned by a local company, Kobe Bussan,

which has over 1,100 outlets in Japan. Additionally, regional food wholesalers have formed strategic purchasing alliances and opened cash and carry outlets. Bulk packed meat, seafood, fresh produce, coffee, seasonings/condiments, wine, cheese, frozen vegetables, edible oil, and frozen baked items are popular food products at these outlets. HRI-focused wholesalers are consolidating. To add value, most large wholesalers own their own distribution trucks and focus on carrying broad product lines that can provide small food service operators or small chains with one-stop service. These Japanese wholesalers include all costs in the food price and do not charge for delivery separately.

The online food shopping market continues to see significant growth, with the online grocery market reaching an estimated \$40.4 billion in 2024. Both direct-from-farm and restaurant-to-consumer delivery services are growing. Japan's e-commerce market had a penetration rate of 85 percent in 2024, with over 100 million online shoppers.

Major Food Service Companies

Top Ten Restaurants

1. McDonalds Japan (quick service restaurant)
2. Zensho Holdings (beef bowl & etc.)
3. Colowide (pub dining & etc.)
4. Skylark Holdings (restaurants)
5. Food and Life Company (Sushiro, sushi casual)
6. Plenus (bento & restaurants)
7. Kura Zushi (sushi casual)
8. Yoshinoya Holdings (beef bowl & etc.)
9. Toridoll (Udon noodle, coffee shop, pub dining)
10. Monogatari Corporation (yakiniku & etc.)

Top Five Institutional Food Service

1. Nisshin Healthcare Hood Service
2. Onodera Group (LEOC)
3. Aim Service
4. Green House
5. Fuji Sangyo

Top Five Hotel Chains with Food Service

1. Marriott International
2. Seibu Prince Hotels Worldwide
3. Resort Trust
4. Milial Resort Hotels (Tokyo Disney Resort)
5. Hilton Hotel Group

Sources: Nikkei MJ Newspaper, June, 2025 and Fuji Keizai Foodservice Industry Handbook 2025

Section III: Competition

The United States is Japan's top agricultural trading partner and known as a reliable export partner that provides safe and high-quality food and beverage products. Under the U.S.-Japan Trade Agreement (USJTA), nearly 90 percent of U.S. agricultural products enter duty free or receive preferential treatment. For example, the tariffs on U.S. beef and beef products have declined to 21.6 percent in 2025 from approximately 39 percent in 2019. The tariff of U.S. wine (holding 2 liters or less) became zero in 2025. Other product tariffs have also gradually

decreased. For more information, please refer to USDAJapan.org. However, competitors, including the European Union, Canada, Australia, Chile, and Mexico, also have free trade agreements with Japan that reduce or eliminate food and agricultural tariffs.

The following uses Japan's Ministry of Finance data via Trade Data Monitor, LLC. The United States is a leading beef exporter to Japan with about 36 percent overall market share by volume, sharing the import market primarily with Australia. U.S. wheat accounts for around 40 percent of the annual imports by volume, with Canada and Australia the other main suppliers. Soybean imports are primarily from the United States on a value basis, at approximately 65 percent, with Brazil and Canada being the main competitors. The EU, New Zealand, and Australia supply most cheeses, while the U.S. market share is around 15 percent. The main U.S. competition for fruits and vegetables comes from regional producers, with China primarily supplying on proximity, price competitiveness, and varietal preferences.

Section IV: Best Product Prospects

Top Consumer-Oriented Products Imported from the World

- Pork and Pork Products, Chilled and frozen meat
- Chicken Products, Processed chicken and processed turkey
- Beef and Beef Products, Chilled and frozen meat
- Coffee, Not roasted, not decaffeinated

Top Consumer-Oriented Products Imported from the United States

- Beef and Beef Products, chilled and frozen meat
- Pork and Pork Products, Chilled and frozen meat
- Potatoes, Frozen French fries and prepared potatoes
- Almond, Fresh or dried, shelled

Products Present in Market with Good Sales Potential

With the implementation of USJTA, USDA Japan published one-page fact sheets to highlight key product categories that received preferential tariff treatment in the agreement. More information on tariff treatments may be found at USDAJapan.org.

- [Beef & Beef Products](#): Demand for U.S. lean beef and products continues to have good potential, mainly through the food service and restaurant channels. This longstanding growth can be attributed in part to Japan's food culture that takes their eating very seriously while focusing taste and nutrient effect. New and existing restaurant chains that feature U.S. beef are expanding. For more information, see [JA2025-0045](#).
- [Pork & Pork Products](#): Japan imports around 50 percent of its pork supply. Pork is a popular protein choice for Japanese households and is likely to overtake fish as the most

consumed protein within the next few years. Ground seasoned pork (GSP) is a key ingredient for domestic sausage manufacturers. For more information, see [JA2025-0045](#).

- [Whiskey](#): In 2023, increased domestic consumption and surging global demand for Japanese whiskies led to a record \$496 million in imports, which are often blended and bottled by local producers. In 2024, U.S. whiskey exports to Japan accounted for over 17 percent of total whiskey shipments. For more information, see [here](#).
- [Cheeses](#): In 2024, Japan's overall cheese imports rose to 260,000 tons. Australia, New Zealand, and the United States were the top suppliers. The increase was driven by a growing demand from the food service industry, fueled by a rebound in tourism. In 2024, U.S. cheese exports to Japan totaled about \$182 million, making Japan the third-largest destination for U.S. cheese exports. For more information, see [JA2024-0058](#).

Products Not Present in Market with Good Sales Potential

Japan imports a broad array of products representing the full spectrum of America's consumer-ready, intermediate, and bulk food production. However, Japanese importers and consumers frequently seek new, trendy, and innovative products. Opportunities may be found at any time for competitively priced, quality, or novel products, e.g. alternative meat (plant-based protein) products, edible oil, prepared chicken, coffee, dairy products, craft beer, and spirits.

Product Not Present in Market due to Significant Barriers

- Fresh Potatoes

Section V: Key Contacts and Further Information

Ministry of Health, Labor and Welfare

Imported Food Safety: [Imported Food Safety | Ministry of Health, Labour and Welfare](#)

Japan Food Sanitation Law: [Food Sanitation Act - English - Japanese Law Translation](#)

U.S. laboratories approved by the Japanese Government:

[Ministry of Health: List of Foreign Official Laboratories](#)

Japan External Trade Organization (JETRO)

[Japanese market and regulations](#)

Specifications and Standards for Foods, Food Additives, etc. under the Food Sanitation Law:

[JETRO | Japan External Trade Organization](#): Search with “food import regulation”

Reports from USDA Japan, including the ATO and the Office of Agricultural Affairs, are frequently updated and can be found by searching the [USDA Japan Reports](#) website.

Japan Customs

Tariff rates in Japan are calculated on a CIF basis and Japan adds an 8% consumption tax to all imported food and a 10% consumption to imported alcoholic beverages. Japan tariff rates are found here: <http://www.customs.go.jp/english/tariff/>

ATO Tokyo U.S. Embassy 1-10-5, Akasaka, Minato-ku Tokyo 107-8420 atotokyo@usda.gov	Phone: 81-3-3224-5115 Fax: 81-3-3582-6429
ATO Osaka American Consulate General 2-11-5, Nishi Tenma, Kita-ku Osaka City, Osaka 530-8543 atoosaka@usda.gov	Phone: 81-6-6315-5904 Fax: 81-6-6315-5906
http://www.fas.usda.gov	

Attachments:

No Attachments