



10月1日はコーヒーの日



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

contents

1, AJCA's public relations and coffee promotion activities

- Activity regarding the 「Oct/1 International Coffee Day」
- Enlightenment activity on the 「Coffee and Health」

2, The present situation of Japanese coffee market and the future trend

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)

Exposition
via MEDIA



1、AJCA's public relations and coffee promotion activities

Activity regarding「Oct/1 International Coffee Day」

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

1、JICA's public relations and coffee promotion activities

Activity regarding 「Oct/1 International Coffee Day」

1) PR via national newspaper

- Yomiuri : 9 million copies
 - Asahi : 6.5 million copies
- (* Households in Japan : 53.72million)

Expose via MEDIA

2) PR via SNS

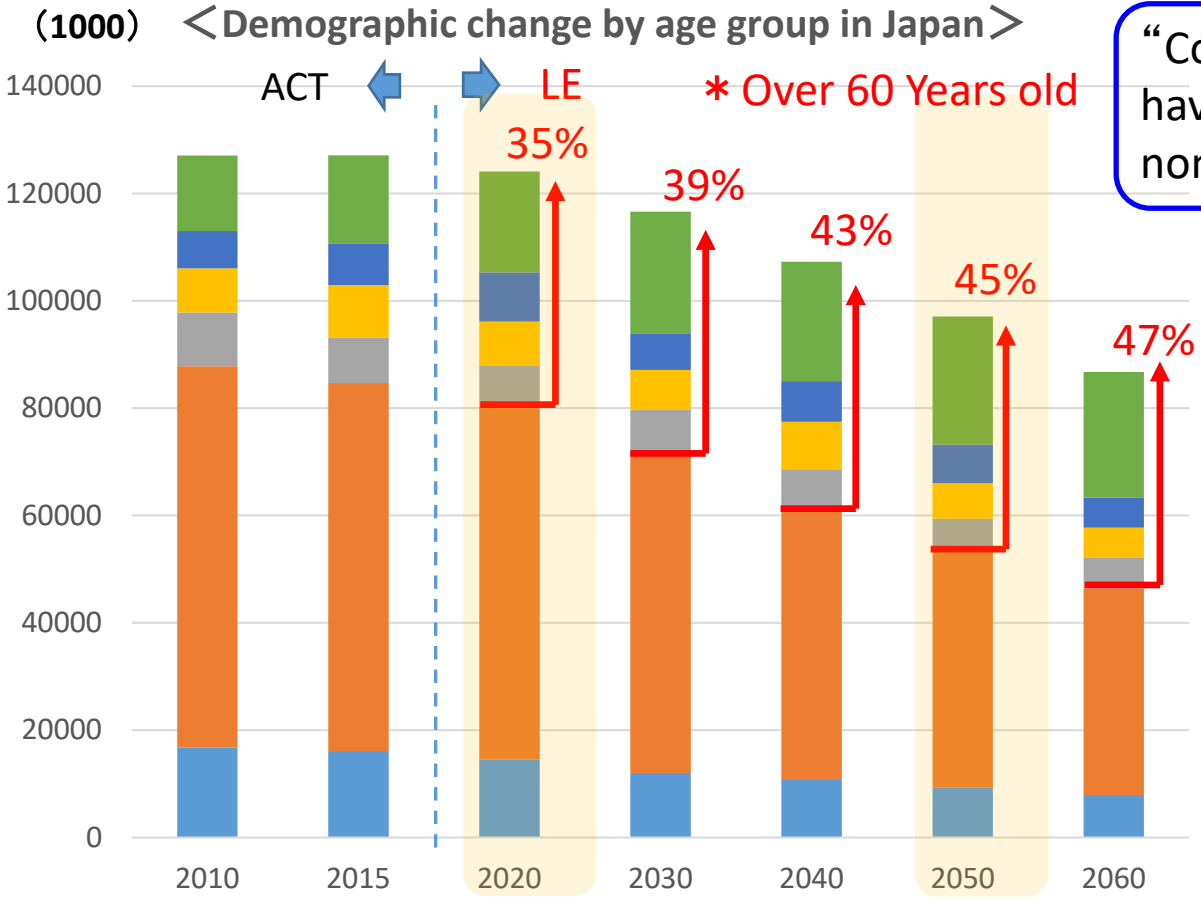
- Publication of more than 150 SNS news
- Exposition through Twitter, Line, fb

1、AJCA's public relations and coffee promotion activities

Enlightenment activity on the「Coffee and Health」

● 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



心・脳疾患死リスク減

国立がんセンター
 コーヒー3〜4杯も効果
 くなる可能性との関連を解
 析。緑茶を1日5杯以上飲
 む人は、1杯未満の人に比
 べて、死亡するリスクが男
 性は19%、女性は17%下が
 っていた。
 また、コーヒーを1日3
 ～4杯飲む人は、ほとんど
 飲まない人よりも死亡リス
 クが24%減り、特に脳卒中
 については倍も低下して
 いた。5杯以上飲む人につ
 いては十分なデータが得ら
 れず、明確な有効性は確認
 できなかった。
 チームは、緑茶に含ま
 るカテキンや、コーヒー
 に含まれるクロロゲン酸な
 の成分が血糖値を改善し
 り、血圧を調整したりす
 る効果に関わるとみている
 調査に関わった井上真
 美・東京特任教授は「
 茶やコーヒーをよく飲
 む万幸というわけではなく
 喫煙や飲酒などの生活習
 慣の改善も重要だ」と指摘

(Cabinet office) 0-14 15-59 60-64 65-69 70-74 75+ Years old

1、AJCA's public relations and coffee promotion activities

Enlightenment activity on the「Coffee and Health」

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

「Interesting stories about coffee and health」



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

「Coffee Break」



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.
- 8, Mechanistic analysis of inhibitory effects of metabolic syndrome and non-alcoholic steatohepatitis by dairy coffee intake: comprehends analysis of intestinal bacterial flora and metabolites in animal model.
- 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.

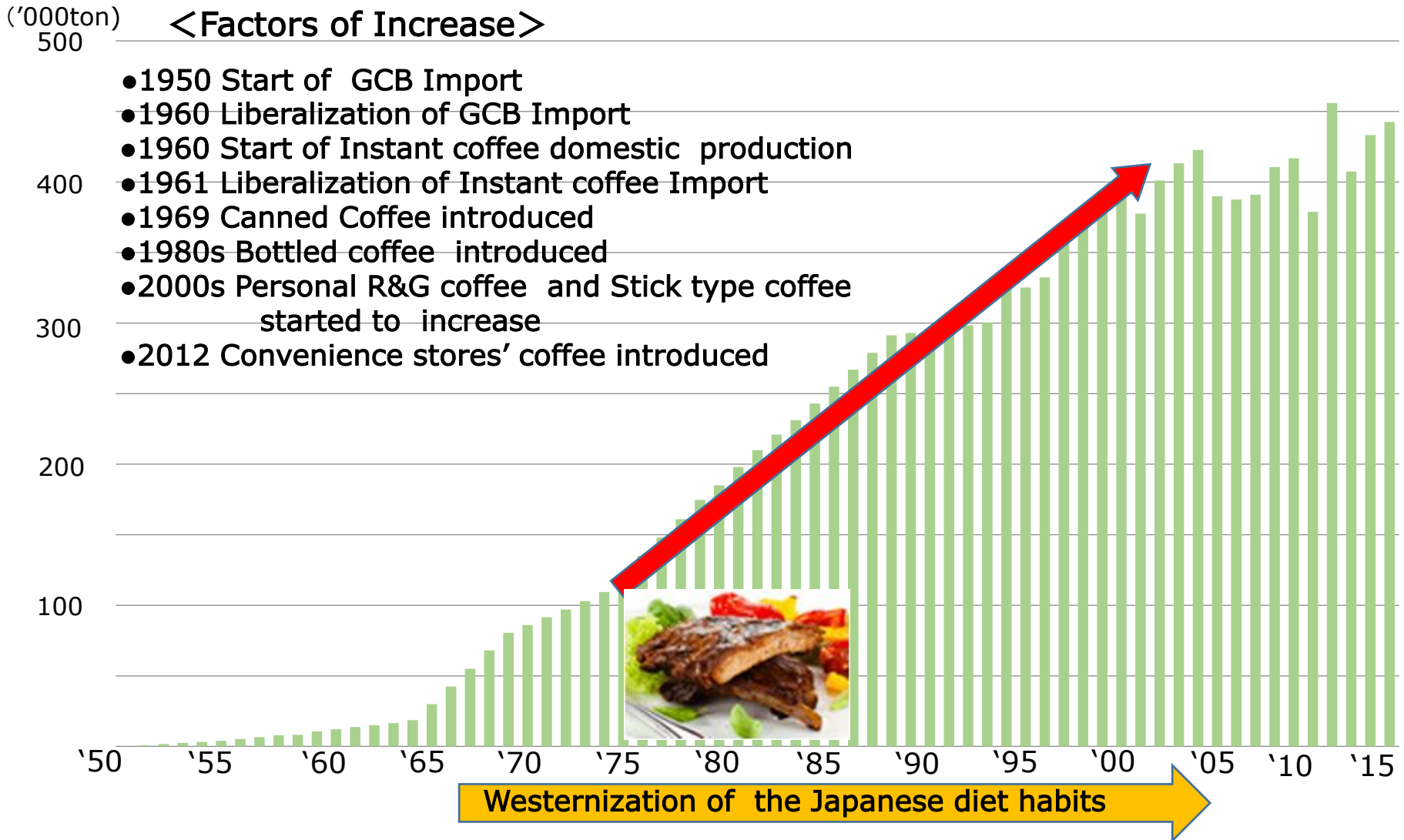
contents

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2, The present situation of 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

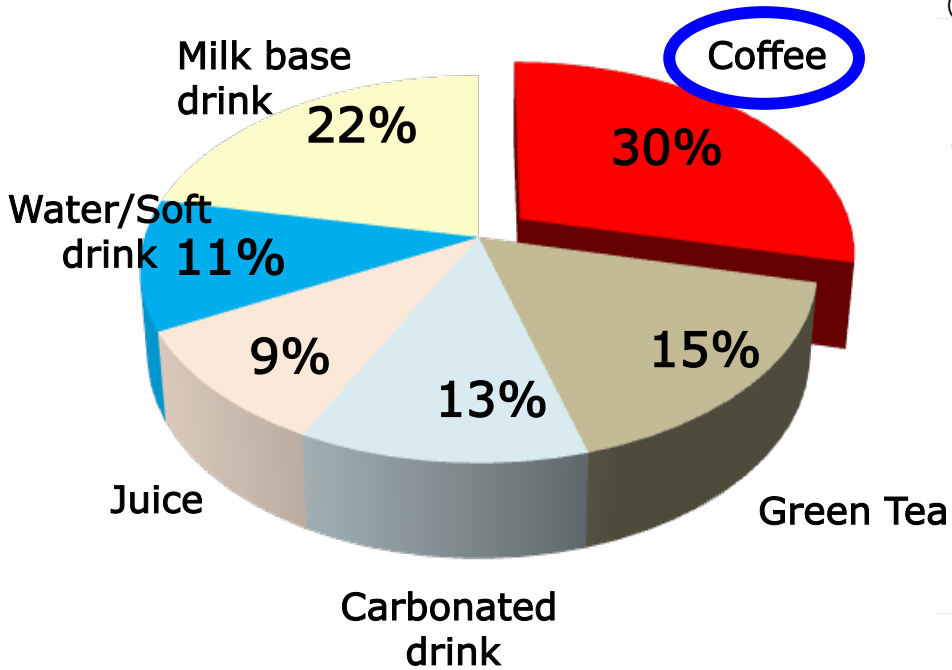


☹ Positioning of coffee in the Japanese beverage market

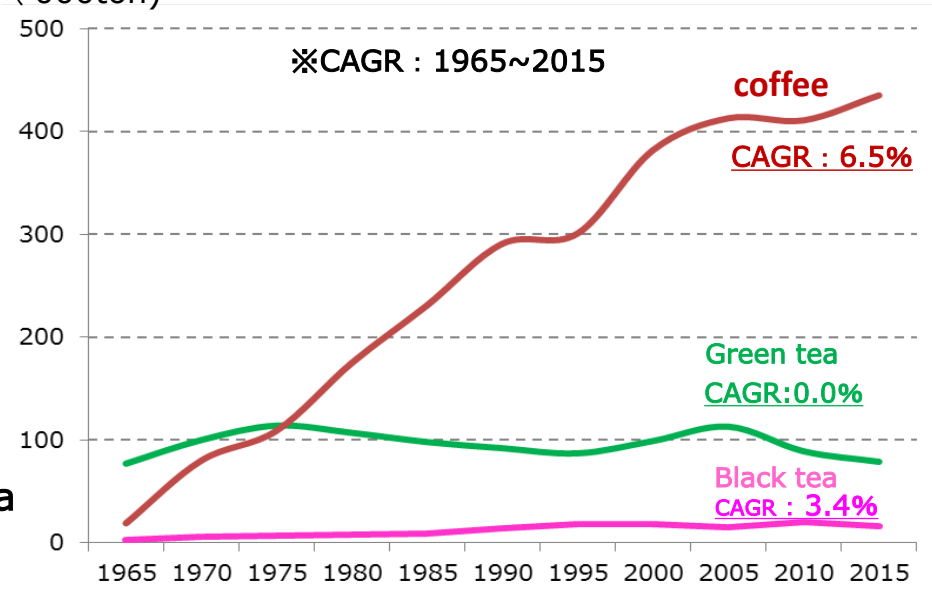
- Share of beverage category: 30%。
- Consumers' purchase value: 26 billion us\$ (2016)
- Consumption amount: 51.8 billion cups (2016)
- Consumption volume marked record 4 consecutive years (2013-16)

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

Share by the beverage category (2015 shipped value base)



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



Coffee ; Green bean import volume
 Black tea ; Min Finance 「Trade data」
 Green Tea ; MOFA 「Tea annual data」
 Consumption cups : AJCA survey report

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

Shrinking Market

Expanding market

Canned coffee
 2012→2016 (growth rate)

83%

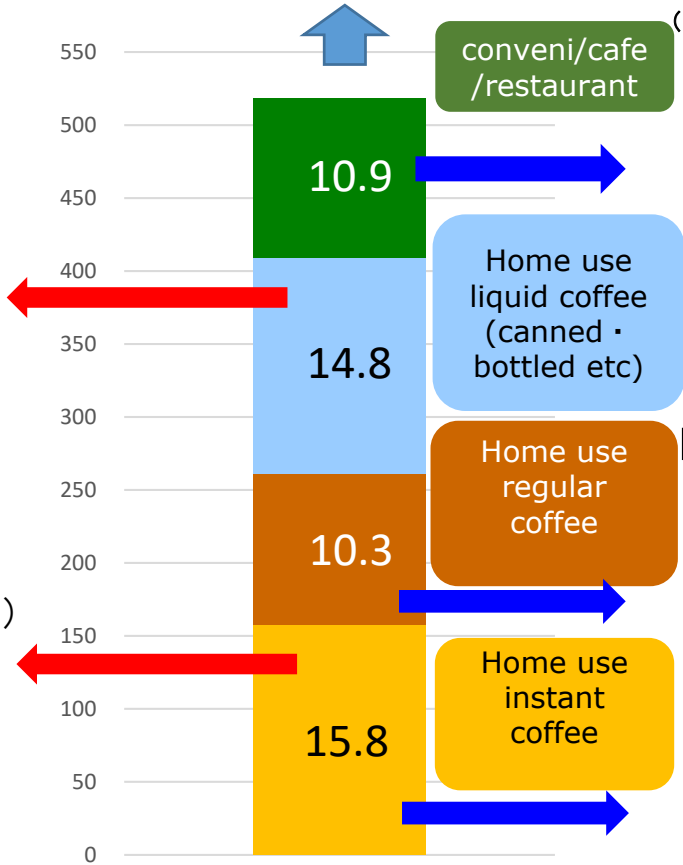


Home size instant coffee
 2012→2016 (growth rate)

88%

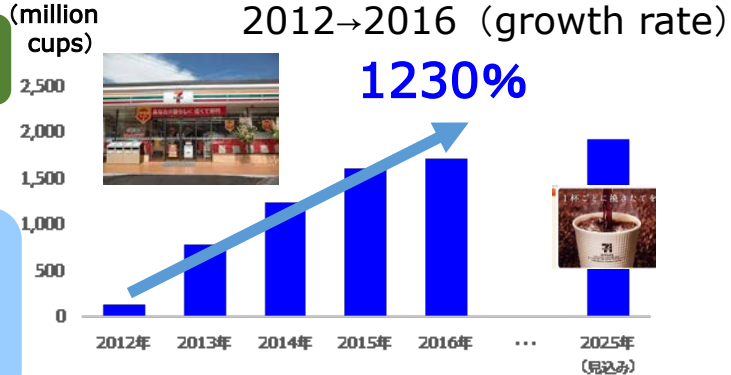


51.8billion cups



「convenience store」 coffee
 2012→2016 (growth rate)

1230%



Personal pack regular coffee
 2012→2016 (growth rate)

158%



Stick pack coffee

2012→2016 (growth rate)
 124%

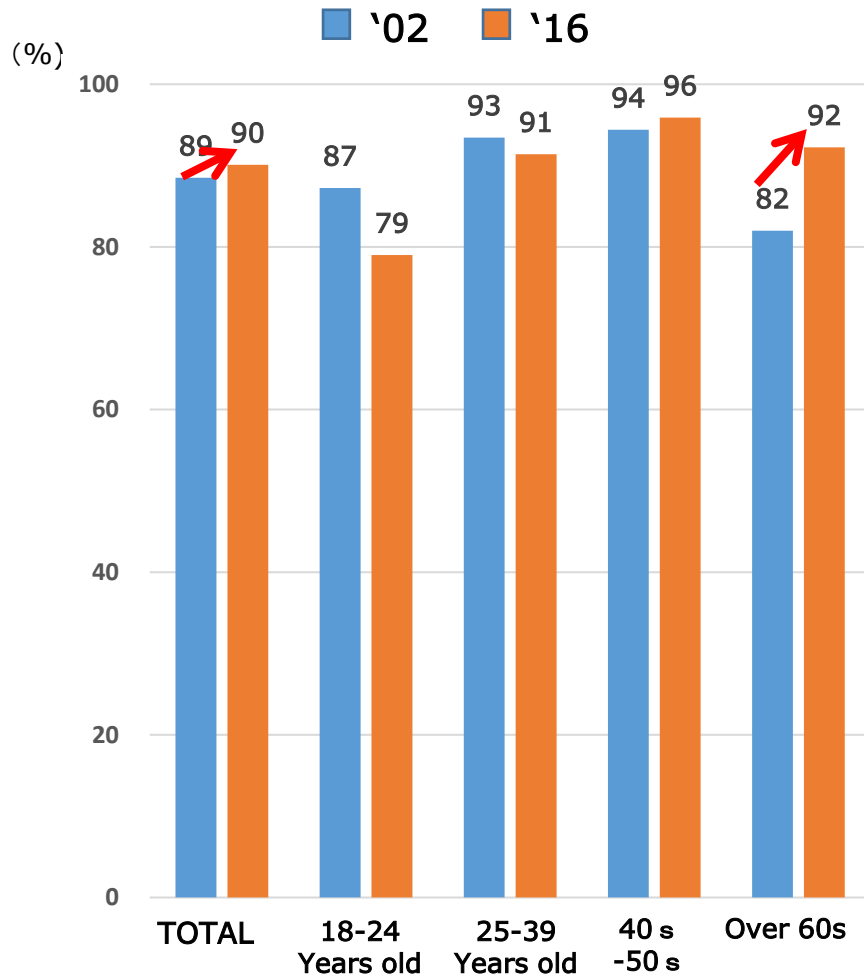


Data source : Consumer survey on coffee consumption (AJCA)

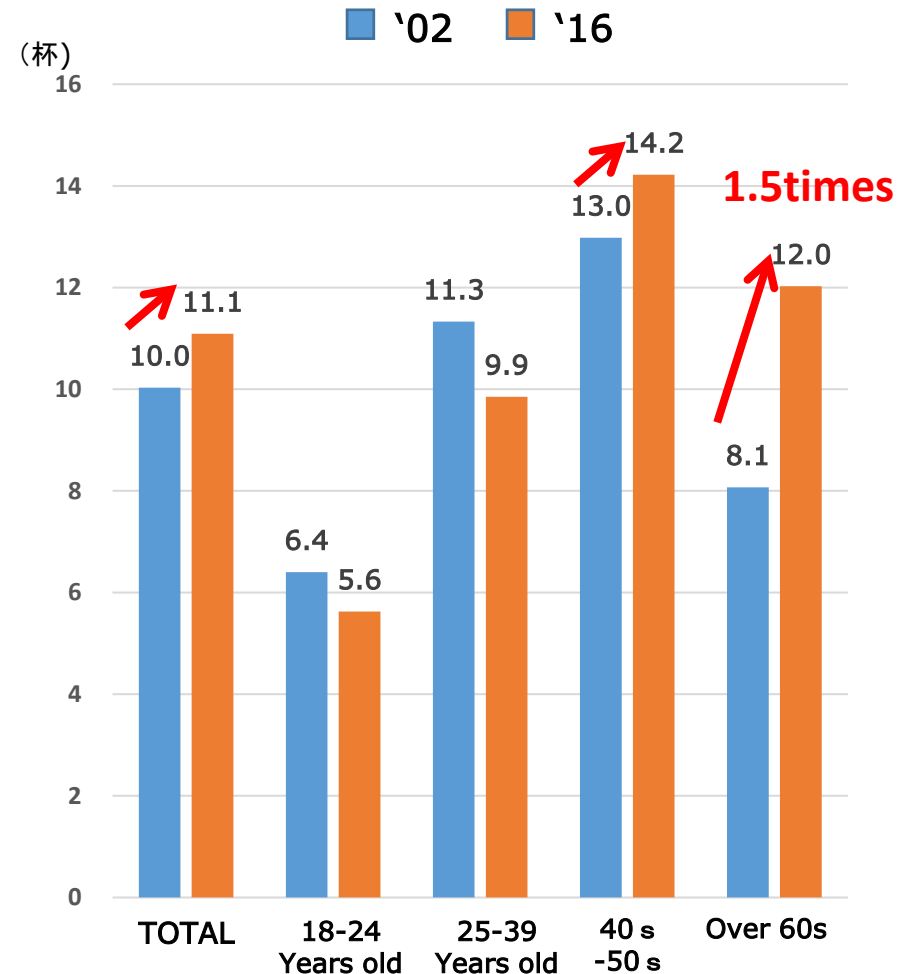
④ The change of coffee consumption rate and number of cups consumed

- 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】

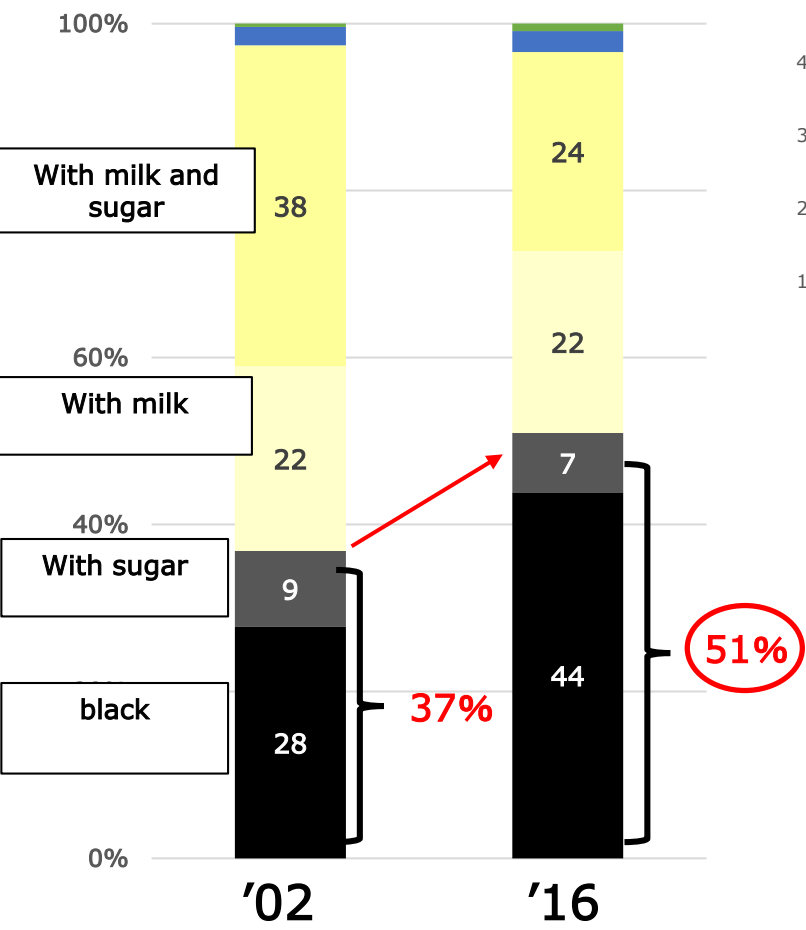


2, The present Japanese coffee market and the future trend

⑤ additive /popular brands/preparation

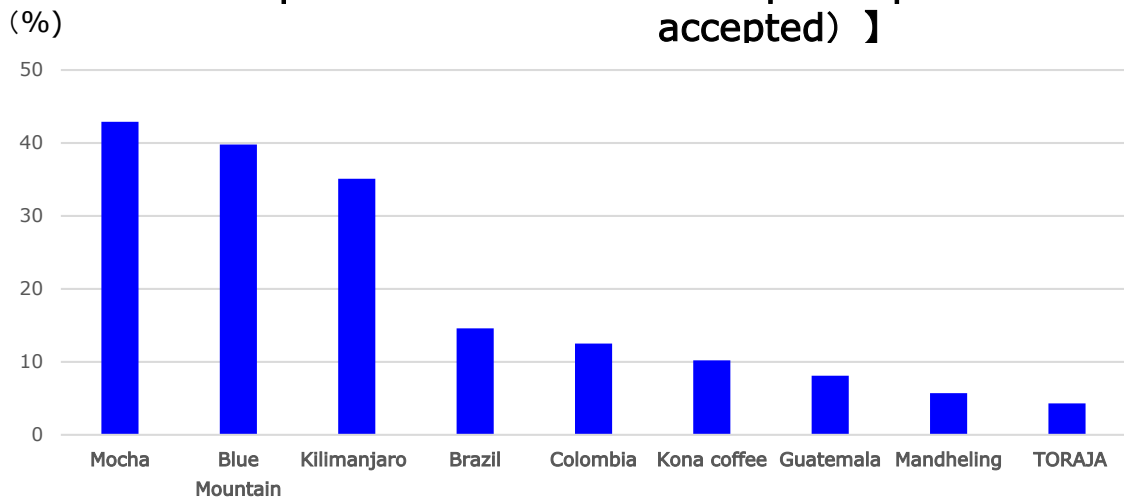
- Black coffee fans are increasing. Popular brand names are diversifying.
- Drip methods like the hand paper dripper are most popular.

【additive type】

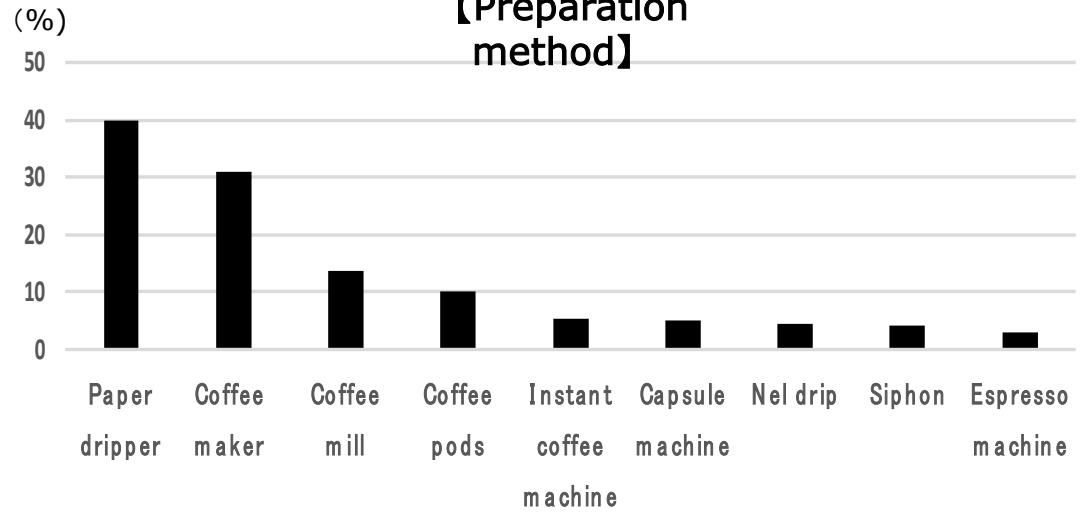


source : coffee survey report (AJCA)

【 Popular brand names (multiple responses accepted) 】



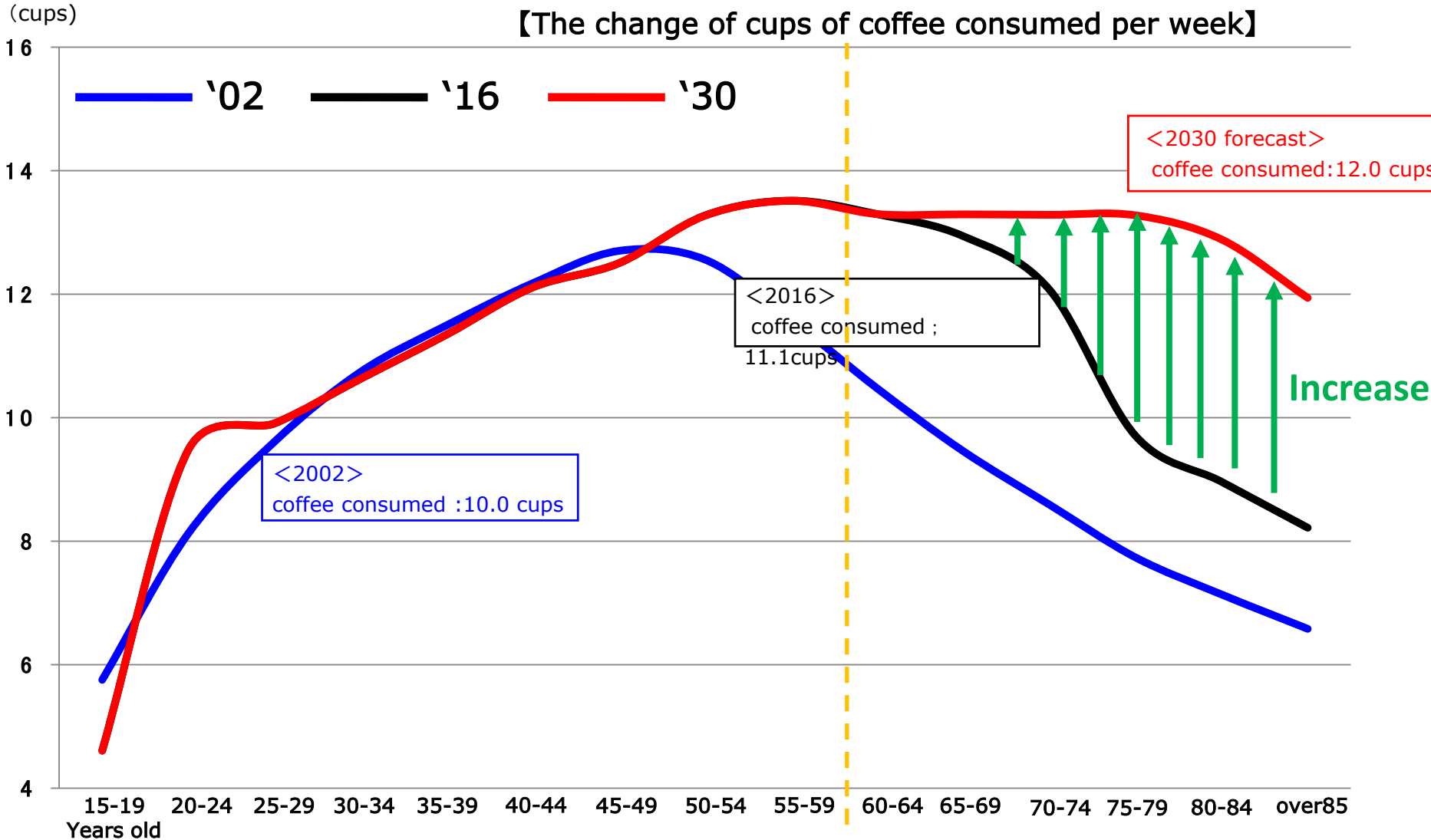
【Preparation method】



2, The present Japanese coffee market and the future trend

⑥ Consumption of regular coffee (roasted beans) will increase .

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



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