Fine Flavor Cocoa in Japan

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Japan Domestic Chocolate Production & Import/Export

Unit: MT
Data: Chocolate Export, Import, Domestic Production – Chocolate and Cocoa Association of Japan
Japan Chocolate Consumption vs. Selected Countries’

Data: CAOBISCO Statistical Bulletin 2015, Cocoa and Chocolate Association of Japan
Japan Cocoa Bean Import from Latin America

Unit: MT
Data: Japan Ministry of Finance
Japan Population, % of 65 Years Old and Above

The past, Present and Future Estimates

Data: Japan Ministry of Internal Affairs and Communications Bureau of Statistics
Japan Market

- High Quality & Low Price
- More Health Conscious, Anti-Aging
- Spending More Money for Children and Grand-Children
- Demand for New Products

Where is an opportunity in chocolate business?
Percentages of Each Flavor–Type in Total Aroma

Ghana
Venezuela
Ecuador

Roasty
Nutty
Green
Flowery
Fruity
Acid
Polyphenol Content in Nibs

- Ghana: 4 g/100g
- Venezuela: 5 g/100g
- Ecuador: 6 g/100g
Effects of Cocoa Polyphenols and Cocoa Consumption

- Anticardiovascular
- Antihypertensive
- Antiatherosclerosis
- Antidiabetic
High Polyphenol Chocolate

Polyphenol 142mg/ piece
1700mg/ box
Bean to Bar
1. Agrichemical Residue
2. Higher Cadmium Content
3. Insufficient in Quantity
1. Future in Japanese Market
2. Advantages of Fine Flavor Cocoa
3. Problems to Be Solved