

2022 NATTO SUMMIT

NOV 10-12, 2022 | TOKYO, JAPAN





The natto market in Japan '22

President of JNCSSF
Yoshihiro Noro

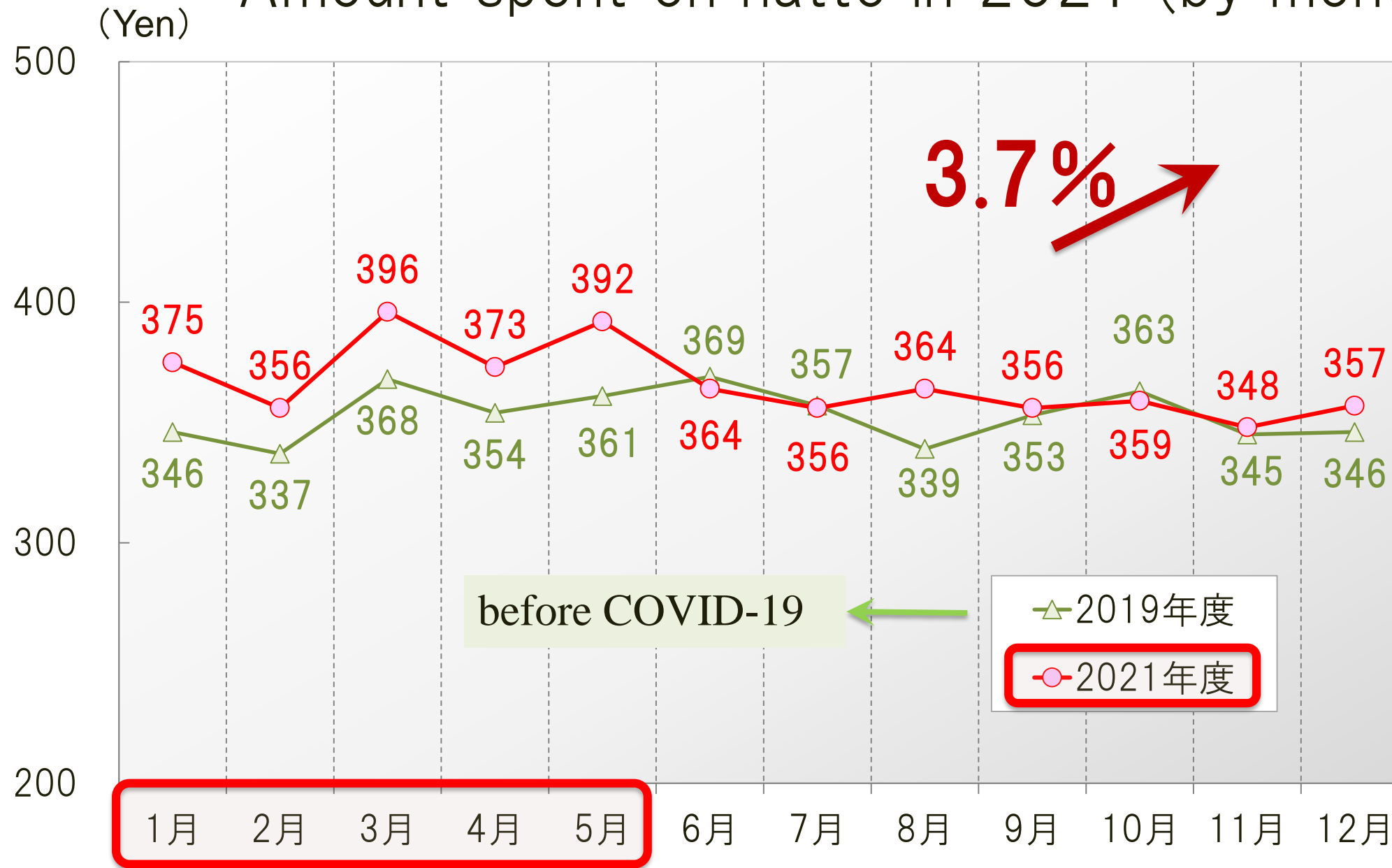


In Japan, February 2020 to May 2021 was most affected by the COVID-19 pandemic

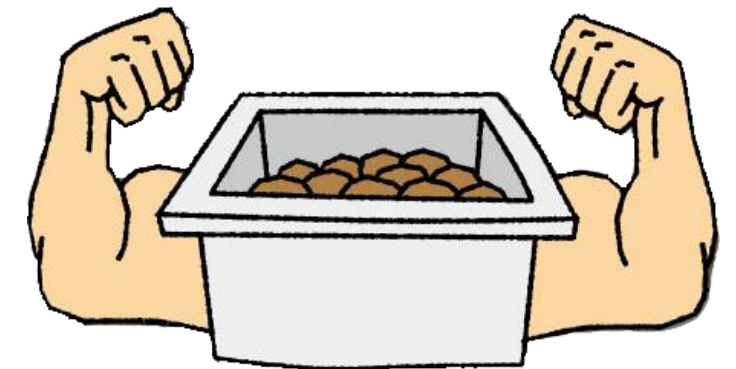


Go and eat outside was
extremely rare

Amount spent on natto in 2021 (by month)



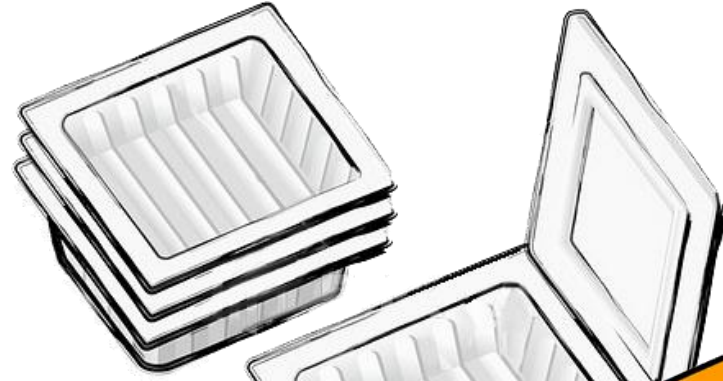
Strong desire to save



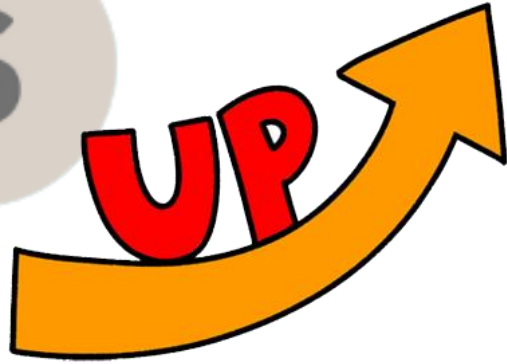
High functionality of food



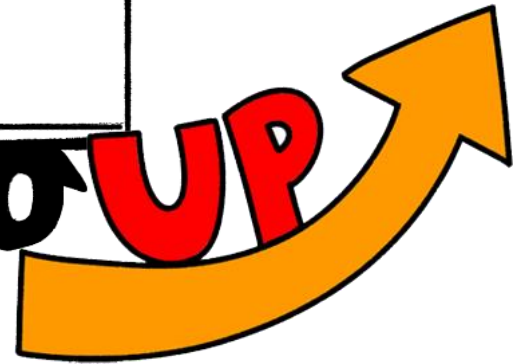
Raw material soybeans



Container

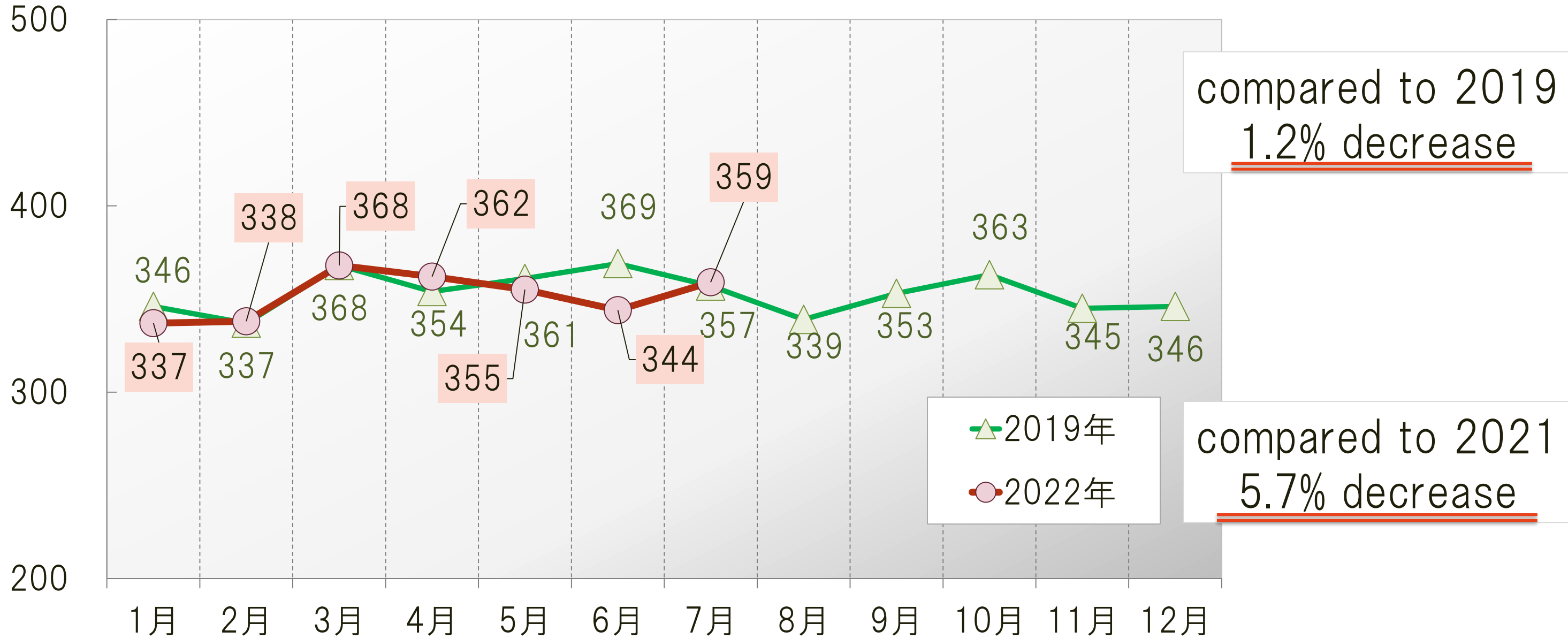


Labor cost

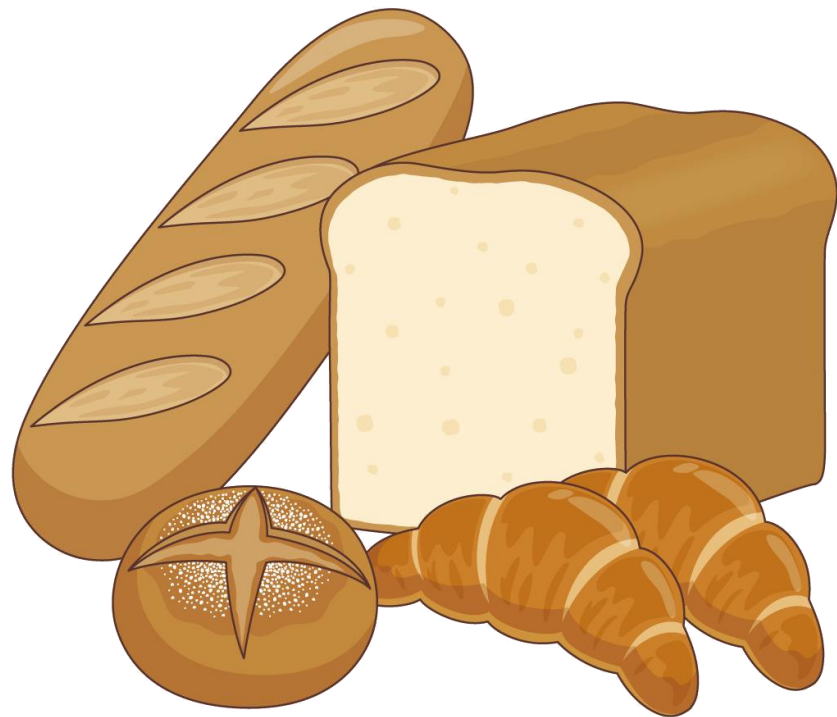


Logistics cost

(Yen) Changes in natto consumption in 2022 (compared to 2019)



The Japanese have more options as the staple food other than rice, however...



People care more about
“rice” due to the rising price of foods

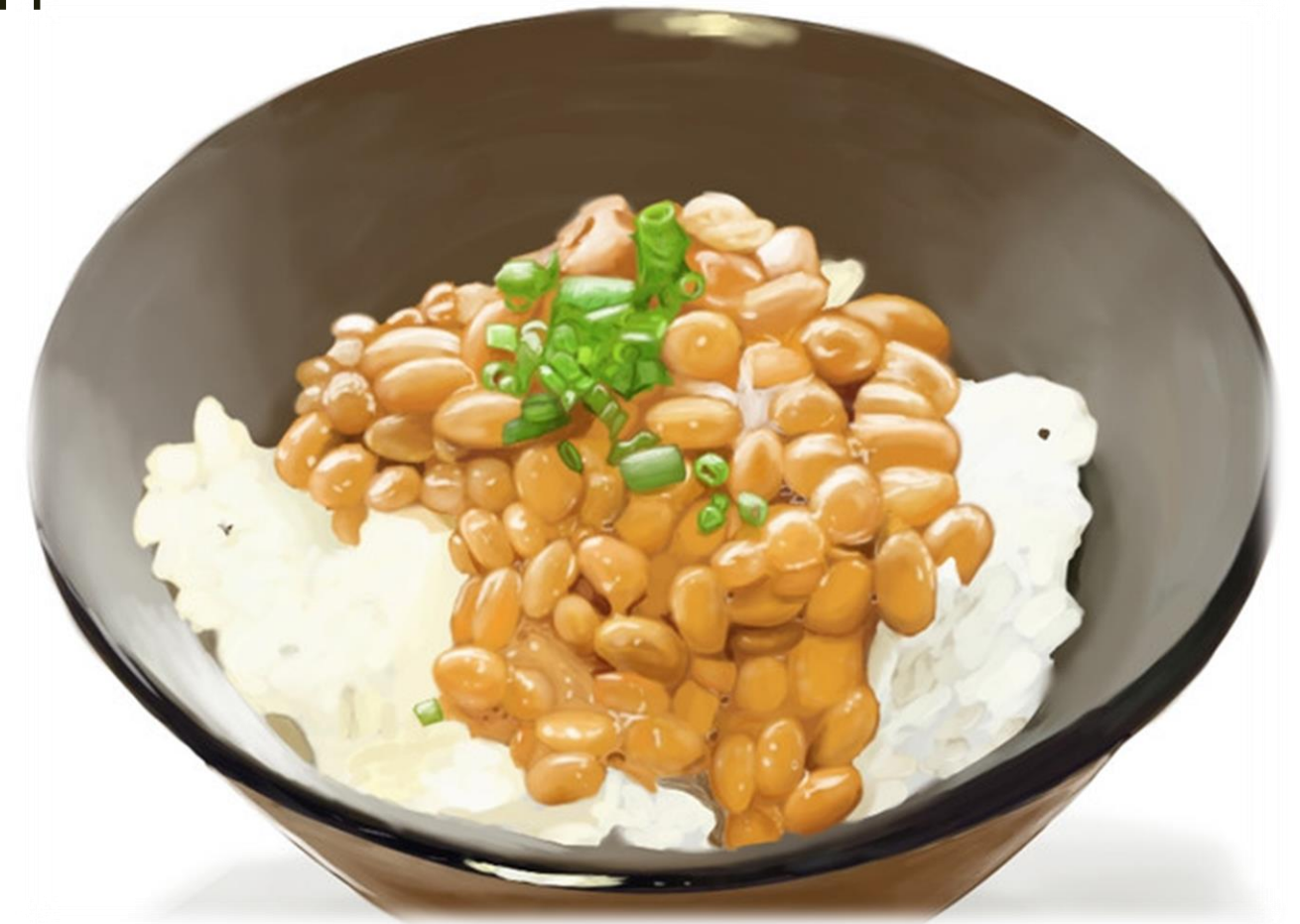
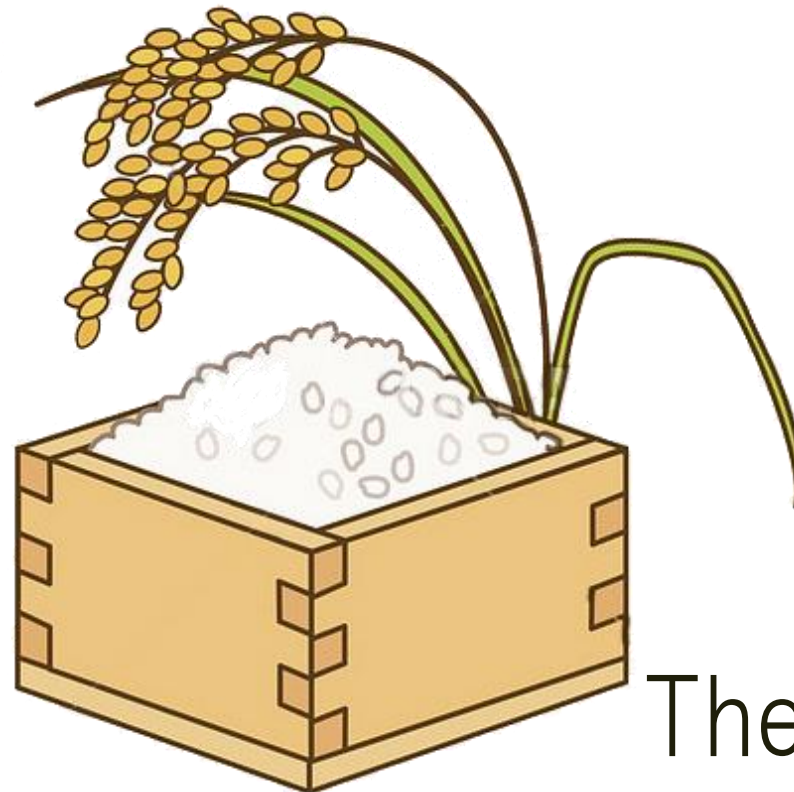
Stable price in Japan



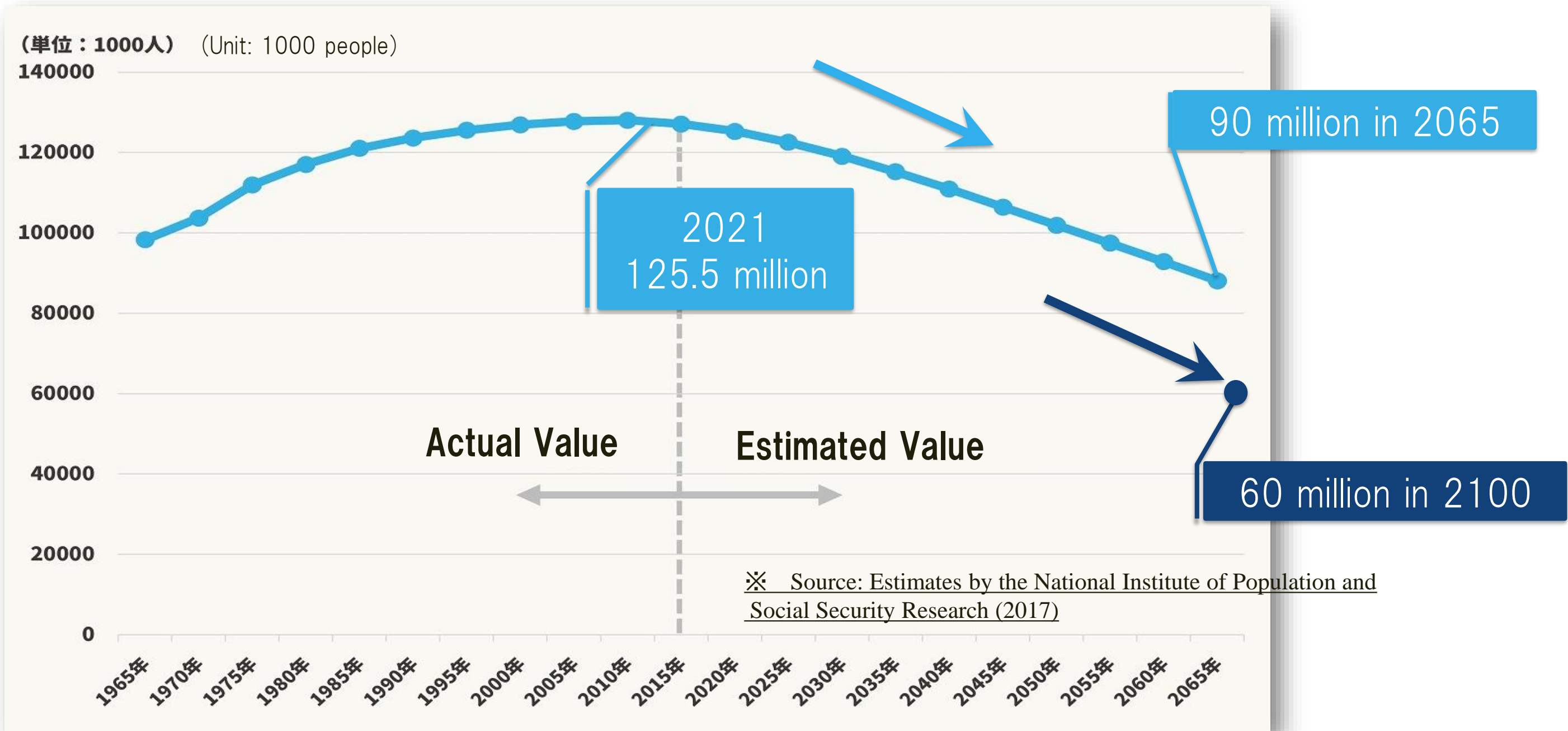
wheat

Price will be unstable

rice



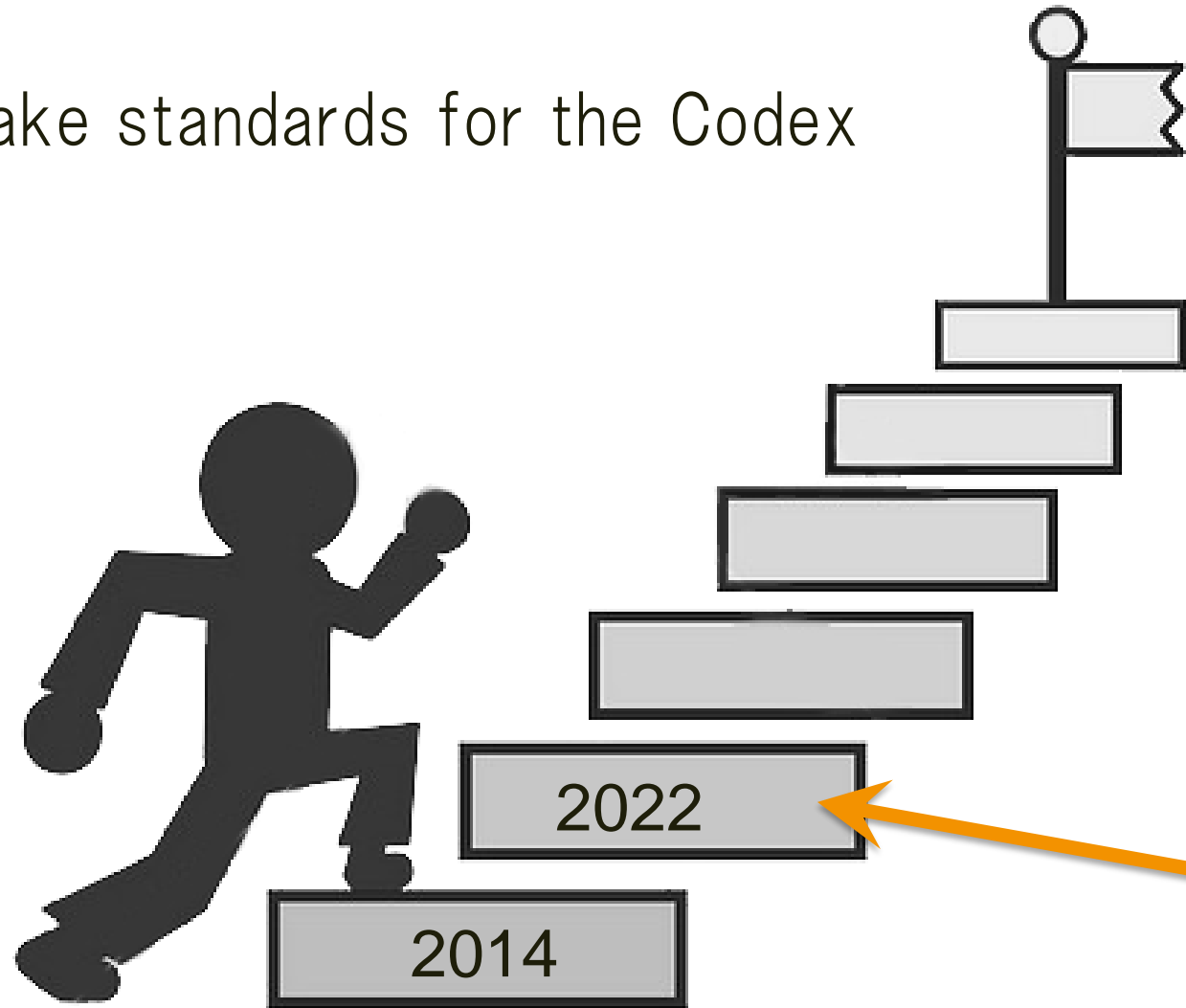
The demand for Natto Over Rice will increase



We must search overseas for consumers

Make standards for the Codex

International standard for natto is expected to be officially established in November 2023

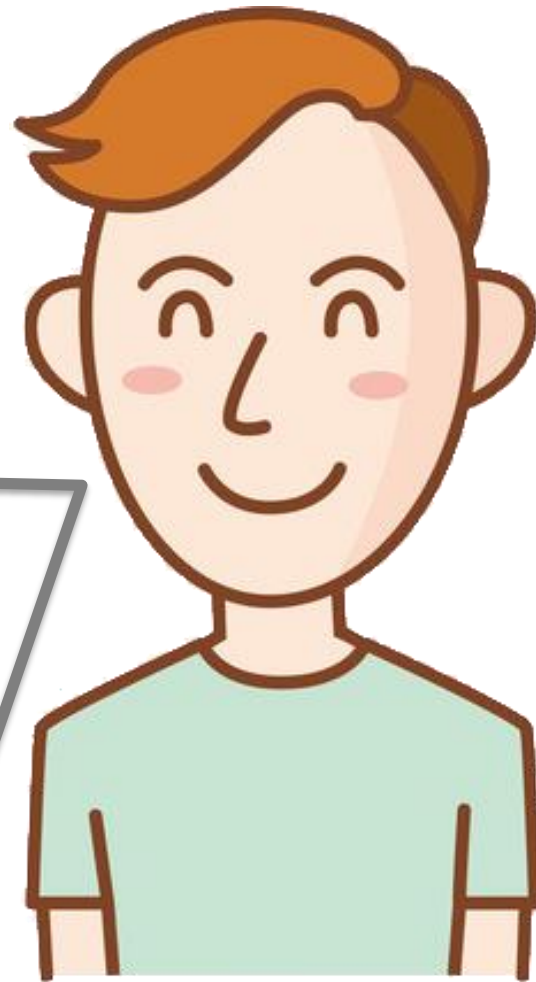


Promote international understanding of natto quality, distribution, and hygiene management

Sushi, tempura, soba
They are all delicious.

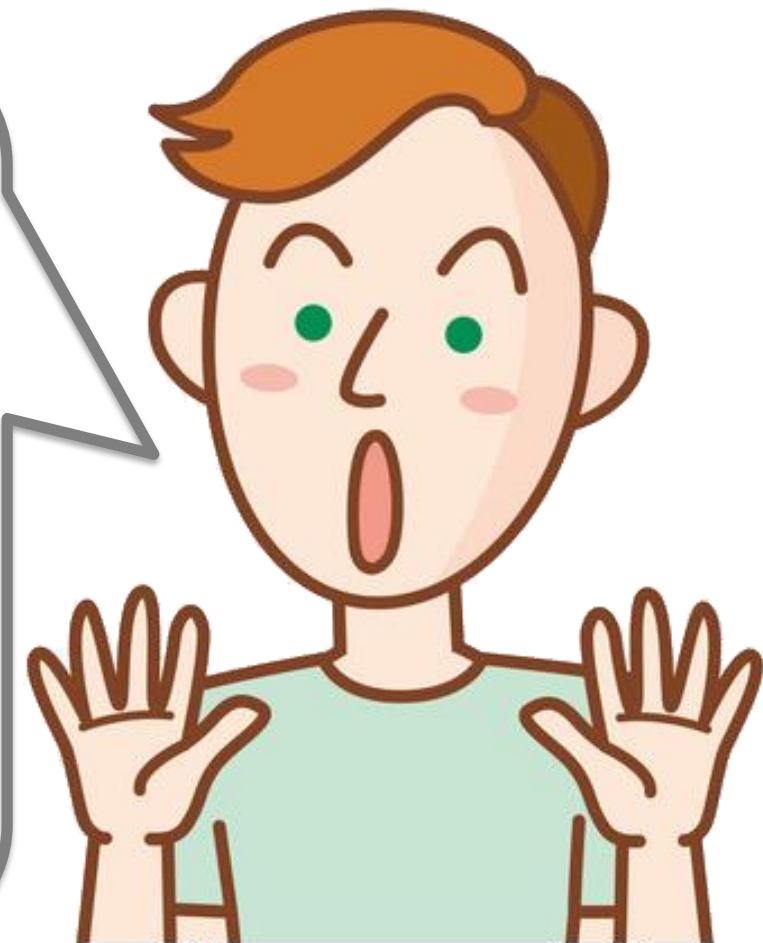


Japanese cuisine has
become popular



When the health functions of
natto become known...

Can eating natto make
you healthier?
Amazing natto!



Exports of natto are on the rise → Appealing the “attractiveness of natto”

Increase exports



- Create a website in English and Chinese
- Promoting the deliciousness of Japanese food
- Promoting the mysterious charm of natto
- Promoting the health benefits of natto

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THANK YOU



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