



Consumption of Japanese Green Tea

During growing period of Japan economy, the consumption of green tea increased and reached to its maximum in 1972 (about 110,000 tons). Thereafter, green tea consumption was decreased because of the reduction of the family members and the diversify of beverages.

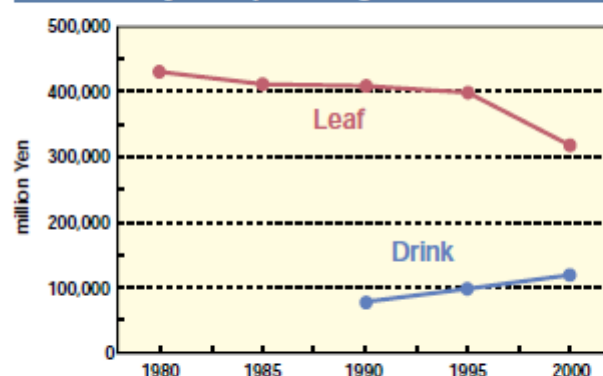
From 1990's, however, the tea consumption has begun to increase, due to the recognition of green tea as a healthy beverage through many scientific reports about the health benefits of green tea. This tendency was accelerated by the production of new goods, eating type of tea, tea containing high concentration of γ -amino butyric acid and tea in cans and bottles. Especially, green tea beverage in portable packages has been accepted by younger people and extended from indoor to outdoor. On the contrary, the consumption of leaf type of tea has not been increased.

Consumption of Japanese green tea (Leaf)

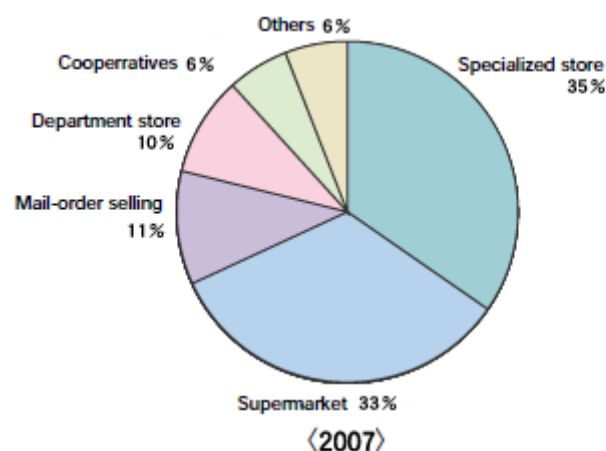
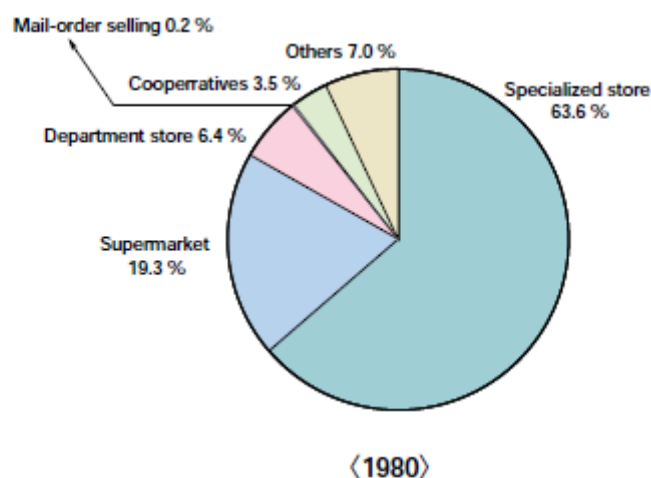
Year	Consumption per Family (g)	Persons per Family	Consumption per Person (g)
1970	2,097	3.98	527
1975	1,918	3.89	493
1980	1,683	3.82	441
1985	1,406	3.71	379
1990	1,237	3.53	347
1995	1,234	3.42	361
2000	1,199	3.30	363
2005	1,133	3.15	360
2007	1,051	3.10	353

From Home economy report, General affairs agency

Tendency of Japanese green tea market



Annual percentage of green tea (leaf) purchasing monetary amount by suppliers



(From Actual national consumption research, General affairs agency)