

JETRO Japanese Restaurants Trend 2010

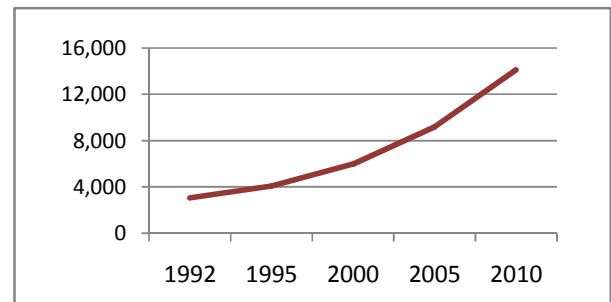
The Future of the Japanese Food Market is Bright



THE NUMBER OF JAPANESE RESTAURANTS HITS RECORD HIGH

The number of Japanese restaurants increased to 14,129 in 2010 up from 9,128 in 2005, according to JETRO's research*. These numbers are up, roughly 1.5 times higher than in 2005, even though the U.S. has faced the challenging economy.

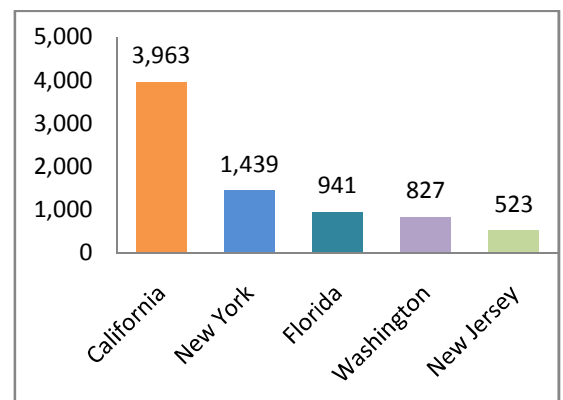
* All data was collected from yellow pages and some phone interviews by All Japan News, Inc, which JETRO contracted this research. 1992-2005 data is from "Japanese Food Trade News".



Japanese Restaurants Growth 1992-2010

JAPANESE CUISINE IS A HUGE BUSINESS IN CALIFORNIA

The top ranking state for Japanese restaurants is California, which has roughly 30% (3,963) of the nationwide total (14,129), followed by New York, Florida, Washington, and New Jersey. According to this data, a large number of Japanese restaurants are concentrated in major metropolitan areas in West and East Coasts, but many Japanese restaurants are spreading across the U.S.



The top five states in 2010

JAPANESE FOODS BRING MORE BUSINESS

Recently, Japanese foods are becoming more and more popular. An upscale French and Italian restaurant in L.A. and N.Y. has added innovative Japanese food products to their menu, such as "Yuzu" (Japanese citrus fruit) and "Wasabi" (Japanese horseradish). This trend is not only applicable to upscale restaurants, but you will see Japanese foods like "Shitake" or "Shimeji" (Japanese mushroom) on the menu at casual dining establishments. Many restaurants see healthy Japanese foods bringing more businesses and revenue.

For More Information about Japanese foods and Japanese restaurants,

Please visit at www.jetro.org

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