

# Food Megatrends Affecting the NH Foods Group

The NH Foods Group aims to support the lifestyles of people around the world, working to balance solving social issues with its businesses. For this reason, the NH Foods Group will use its unique business model to reaffirm its core competence and strive for sustainable growth and value creation for all its stakeholders.

Changes in the supply-demand balance of food due to the world's growing population*1	2018 World population	<b>7.63</b> billion	→	2040 Forecast	<b>9.21</b> billion
Support for increased consumption of fresh meat worldwide*2	2015-17 Average beef consumption	<b>61.8</b> million tons	→	2028 Forecast	<b>72.5</b> million tons
	2015-17 Average pork consumption	<b>112.7</b> million tons	→	2028 Forecast	<b>130.8</b> million tons
	2015-17 Average chicken consumption	<b>93.9</b> million tons	→	2028 Forecast	<b>116.1</b> million tons
Progress of Japan's aging society*3	2015 Percentage of the population aged 65 or older	<b>26.6</b> %	→	2040 Forecast	<b>35.3</b> %
Decrease in the number of domestic livestock farmers*4	Cattle 1965 Households	<b>1,440</b> thousand	→	2018	<b>48.3</b> thousand
	Pigs 1965 Households	<b>702</b> thousand	→	2018	<b>4.47</b> thousand
	Broilers 1965 Households	<b>20.5</b> thousand	→	2018	<b>2.26</b> thousand
Drop in Japan's food self-sufficiency ratio*5	1965 Japan's food self-sufficiency ratio (calorie basis)	<b>73</b> %	→	2018	<b>37</b> %
Trends in meat and seafood prices*6	All foods Compared to 2015		→	2018	<b>103.9</b> %
	Seafood Compared to 2015		→	2018	<b>110.4</b> %
	Fresh meats Compared to 2015		→	2018	<b>103.4</b> %
Numbers of households where both partners work*7	1980	<b>6,140</b> thousand households	→	2018	<b>12,190</b> thousand households
Number of people with food allergies domestically*8	2014 Rate of food allergies		→		Infants: approx. <b>10</b> % 3-year-olds: approx. <b>5</b> %
Problems concerning food safety and reliability*9	2003 Voluntary recall of food products cases (in Japan)	<b>159</b>	→	2014	<b>1,014</b>

## Sources:

\*1 The Ministry of Internal Affairs and Communications, "Sekai no Tokei (International Statistical Compendium) 2019"

\*2 The Ministry of Agriculture, Forestry and Fisheries, "World Food Demand Forecast for 2028"

\*3 Population Estimates by the Ministry of Internal Affairs and Communications, "Population Projections for Japan," by the National Institute of Population and Social Security Research

\*4 Statistics from the Ministry of Agriculture, Forestry and Fisheries

\*5 The Ministry of Agriculture, Forestry and Fisheries, "Food Self-Sufficiency Ratio in 2018"

\*6 "Consumer Price Index 2015-Base Consumer Price Index" Statistics Bureau, Ministry of Internal Affairs and Communications

\*7 The Gender Equality Bureau Cabinet Office, "White Paper on Gender Equality 2019"

\*8 Complete survey by the Tokyo Metropolitan Government about allergies among three-year-olds

\*9 The Food and Agricultural Materials Inspection Center, an Incorporated Administrative Agency (Annual figures)