

Japan Market Fit Checklist

A quick self-check to see how prepared your company is to grow in Japan.

Japan offers strong opportunities, but it is also one of the most complex food and beverage markets in the world. This 9-point checklist is designed to help you quickly identify strengths and gaps before committing major resources.

Instructions

Simply tick the points that already apply to your company. At the end, use the scoring guide to see whether you are a Strong Fit, Partial Fit, or Not Yet Fit.

You can keep this as an internal discussion tool, or share your results with us if you'd like feedback and recommendations on next steps.

Questions

- ☐ 1. Do you have export experience, ideally in Japan?
- ☐ 2. Can you adapt packaging for Japan (labels, cartons, small test batches)?
- ☐ 3. Can you meet Japan's detailed quality and compliance requirements?
- ☐ 4. Do you have clear English materials that show your strengths vs. competitors?
- ☐ 5. Do you have a dedicated budget for the Japanese market?
- ☐ 6. Are you seeking long-term partnerships rather than one-time buyers?
- ☐ 7. Do you know which competitors are already active in Japan and how they are positioned?
- ☐ 8. Have you considered how Japanese consumers would use your product (occasions, pairings, etc.)?
- ☐ 9. Do you have resources to respond quickly to Japanese buyer requests?

Scoring Guide

- 7-9 "Yes" = Strong Fit → Many essentials in place. Next step: refine positioning and identify the right distributors.
- 4-6 "Yes" = Partial Fit → Some gaps remain. Solve these before heavy investment.
- 0-3 "Yes" = Not Yet Fit → Focus on compliance, materials, and strategy before proceeding.