



# NEWS LETTER

Vol.6, 2022

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### Special Interview

#### CAPTAIN STAG

### 4 trends of camping

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### Information

Camping has been recognized as an everyday activity recently. It became dramatically popular as a leisure activity that allows people to maintain social distancing during COVID-19. SNS has also had a major impact on this boom. Camping is one of the hottest categories on Japan Street. The number of camp-related products registered to Japan Street more than tripled since FY2021, and business meetings regarding camping are also increasing rapidly. In this issue, we will introduce trends and popular products in the growing camping boom. Let's make camping more fun and exciting for everyone with these products which can satisfy campers and attract people with no camping experience!

JETRO

**Making  
camping  
more  
everyday!**





The number of inquiries for camping goods has been increasing on Japan Street. Above all, CAPTAIN STAG, from Sanjo, Japan, has had the largest number of business meetings so far. They offer a wide variety of affordable products of high quality. We visited them for an interview to find out what kind of items are asked for by consumers right now.

## How are sales of camping equipment going these days?

Since the pandemic broke out in 2020, we have seen a rapid increase in sales of camp-related items domestically and internationally. Our strength is the speed to develop related items of best-selling products prior to the demands rising up from customers. We always keep an eye on the market trends by analyzing the sales data in detail. In this process, we have noticed the transition of what people are expecting for camping as experiences at campsites.



Mr. Kanazawa, Supervisor

# Special Interview CAPTAIN STAG



## What specific changes are taking place?

They are looking for more relaxing camping experiences. Camping in Japan used to have the image of a large group of friends or families spending time together or the image of testing their limits in inconvenient environments.

Now, they go out to campsites for the purpose of having a relaxed time and try to get away from the hustle and bustle of their daily lives by having a bonfire, taking time to cook or just reading books. On the other hand, **camping solo** is becoming more common in Japan. They camp alone to enjoy themselves in quietness and calmness. Among them, easy-to-assemble, transportable and compact items are so popular. We expect the trend will go on for a while. "Solo Group Camping" are also catching on these days. It came out of camping solo. They enjoy camping alone in a group by bringing foods they cook with their camping tools and eat together but they sleep in their own single tents. They can feel a lively atmosphere with others while using their favorite camping gear.



This foldable aluminum table is extremely lightweight. Perfect for camping solo.

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Are there any other items you feel it's getting popular these days?

The items that make tent sites stylish are very popular. As the increase of social media users, people can easily share their camping experiences and have opportunities to see various camping styles. Many campers are stimulated and want to make their own tent site cool by seeing them online.

Especially in Asia, social media have a strong influence. The series of unified designs became extremely popular as it helps your camping **looks stylish** in harmony. We offer customers a wide range of products even in a single collection so you can have everything in the same series. We are getting inquiries from not only outdoor

goods stores but also specialty stores and our customer base is also becoming diversified

According to your story, are age or social groups of campers changing?

Yes, they are. Although it used to be seen as a leisure activity for adult men, now the number of young people and women who go out for camping have been increased.

In addition to the influence of social media and the pandemic of Covid-19, the development of **cooling goods, comfortable, convenient items** have made camping more familiar with many people. Military-colored products

used to be the mainstream, but items of **natural colors** are more easily accepted by all generations.

As the CAPTAIN STAG brand, what do you work on from now on?

As camping is being shifted from a special event to a part of daily life, the customer base of campers will keep expanding and the purposes for camping will diversify. We would like to further enhance the product range within our popular series to meet detailed needs.

Finally, please say a few words for the international buyers reading

We are keen to export to any countries or regions. We are pleased that we have received many contacts from different countries. Our strength is the speed to develop related items of best-selling products prior to the demands rising up from customers. All products are unique in high quality and affordable. A strong supporter that meets your needs with an overwhelmingly wide range of products. That's CAPTAIN STAG.



## Welcome! CAPTAIN STAG's Showroom

In the showroom we visited for the interview, products of CAPTAIN STAG are displayed like an actual floor of larger retail stores. It helps you come up with an idea for sales methods. You can experience the different images of each collection at the tent area as each series is arranged separately. As they welcome you warmly, please feel free to contact and visit there.



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The pots and pans are line up on the entire shelves.



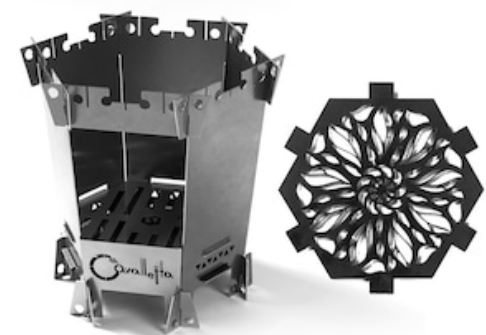
Mr. Kanazawa, Executive Vice President Takanami, Mr. Tanaka, and Ms. Ohashi (from left to right)





# Trend 1 Products for solo camping

Solo camping is a form of camping where people enjoy camping alone. Various ways to enjoy solo camping have emerged, such as working remotely at a campsite on weekdays and doing digital detox. We introduce compact size products that are easy to carry so that anyone can easily take on the challenge of solo camping or solo group camping!



Cavalltta solo



Cavalltta duo



## Cavalltta solo / Cavalltta duo

This fire pit and cooktop is recommended for those who want to relax by a warm fire. Made of stainless steel, weighing only 800g and smaller than an A5 sheet of paper, it is very easy to assemble and is truly a one-person fire pit. A slightly larger, B5 size, Cavalltta Duo is also available for those who wish to do group camping.

ARIGIS Co., Ltd.  
Gunma

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## ORANGE FACE a multi-functional bonfire kitchen

This multifunctional fire kitchen cooks rice, simmers stews, and grills meat and fish simultaneously. Assembly takes only about one minute, and it can be stored in the original bag, making it easy to carry even for solo campers. The easy-to-clean and easy-to-dry design makes cleanup stress-free! Since you can make a variety of meals with a ORANGE FACE, it is recommended for solo campers who want to enjoy their evening meal time together with other solo campers!

MATSUSHITA WORKS Co., Ltd.  
Osaka

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## 1.Products for solo camping



### POD+PAN A Light, Handmade Anhydrous Cooking Pot

A waterless cooking pot capable of cooking, simmering, steaming, boiling, frying, roasting, baking and oven cooking. For solo campers who are limited in the amount of luggage they can carry, a product that combines all functions into one is extremely convenient! The pot is made by spinning high-density expanded aluminum alloy, making it durable yet lightweight at one-half the weight of iron or stainless-steel pots.

Natsuyama metal industry Co., Ltd.  
Osaka

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### Lift-up Type Tabletop Charcoal Hibachi Grill

With conventional BBQ grills, to add charcoal while cooking you have to move the food onto a plate, take the grilling grate off with tongs, then add the charcoal. To limit the amount of work, we made the structure of this hibachi grill convenient and hassle-free. Just by lifting the handle, you can easily move the grilling grate to add or remove charcoal without having to take anything off! This hibachi grill is made compact, slim (thin body, height 15 cm/5.9”), and can be neatly stored. It is also easy to carry, weighing just 2.5 kg/5.5lbs. The legs are made of a heat-resistant plastic that makes it difficult for heat to transfer, allowing you to have a BBQ even on a tabletop safely and securely!

Also, very recommended for BBQ picnics, and plays an excellent role in camping! So next time you are out camping how about using this hibachi grill as a new way to cook?



GREEN LIFE CO., LTD.  
Niigata

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### Stainless Steel Ramen Cooker 1.3L

This product allows you to cook tasty ramen at a campsite. 2 bags on instant ramen can fit in it, which saves space and reduce the amount of luggage. Made in Tsubame-Sanjo, Niigata, the town of metal manufacturing. It is durable and crafted with reliable quality. There is a marking of scale to tell you 300ml, 500ml and 700ml and it has drain holes on the lid.

CAPTAIN STAG Co., Ltd.  
Niigata

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### GRANPOD

With a load capacity of 100 kg, this storage box can be used as a chair, table or stand. There is only so much one person can carry, but this product can serve many roles! The handle is round, so it does not bite into your hand, even when heavy items are held. The back of the lid has a simple airtight packing to prevent water and dust from getting in. It is stackable, so you can store your camping gear in it and put it in a storage room or closet at home, ready to go on your next camping trip!

JEJ Astage Co., Ltd.  
Niigata

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### COOLER BOX

You can freely choose the size of the cooler box depending on the purpose and number of people. There is also a small size perfect for solo camping. JEJ Astage's cooler boxes are so popular that they boast a 70% share of the Japanese home improvement market!



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# Trend 2 Products for stylish camping

With the increased popularity of social media, the number of people who look for stylishness in camping has been on the rise. Popular items are usable in daily life and good-looking.

In this feature, we will introduce you camping gear of nice design and seasonings which help you cook meals for glamorous camping.



CAPTAIN STAG Co., Ltd.  
Niigata

BLACK LABEL is CAPTAIN STAG's most popular product series.

It is highly popular due to stylish black base color and chic, luxurious look.



## BBQ Grill V-type

4 rolls in one grill. Bonfires, Barbecues, Dutch oven cooking and simmering.

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## Aluminum Bench

Rare 2-seater bench which gets lots of inquiries on Japan Street.

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## Enamel Kettle

Enamel kettle, glaze baked onto the surface of iron at high temperatures. Corrosion-resistant.

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## Enamel Mug

Distinctive round shaped Mug. Excellent durability.

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## Steel Cooler Box

51L cooler box with draining plug.

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2.Products for stylish camping



CAMP OUT is a series of playful pop-up products with yellow and olive color.

CAPTAIN STAG Co., Ltd.  
Niigata



Twin light LED lantern

The antique lantern is one of the CAPTAIN STAG's best-selling items. Just a single piece of the lantern can bring your campsite the atmosphere of good old days. The brightness of the body is steplessly adjustable. LED light is installed in a lampshade and can be used separately by detaching it from body. This is made with originality of CAPTAIN STAG.

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Low style Chair

A chair with soft seat that allows you to sit comfortably with your legs outstretched.

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Lounge Chair

Easy foldable outdoor chair with cup holder.

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Pop-up Tent

Blocks 95% of UV rays. Easy to store and carry. Comes with a carry bag.

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Stainless  
Sierra Cup 320ml

Can be used in both ways as cup and tableware. Scale is marked inside. Can be stacked and stored neatly. Made in Japan.

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BBQ Grill V-type

Easy to carry, trunk-shaped grill.

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PATATTO

This modern design folding chair can be assembled in three seconds. You can decorate your tent site with the colors of your choice: red or orange for a bright and colorful tent site, or black or navy blue for an upscale and luxurious tent site. The chair can be used as a bag or storage box and can also be placed inside a plastic bag to make it a trash can. It has 100 kg load capacity, yet is thin and light, only about 2 mm thick, making it very useful in camping situations.

IKEX INDUSTRY Co., Ltd.  
Aichi

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### Smoked-Shoyu

Soy sauce is an essential seasoning for Japanese food in particular. With smoked soy sauce, any dish can be quickly transformed into a delicious and stylish smoked dish with a great aroma. You can use it at home to enjoy a camping atmosphere at any time. This soy sauce can be used for cooking, but it is also delicious just as an accent to steak or grilled fish. The 70 ml size is easy to carry and is made by a 190-year-old soy sauce brewer that combines natural brewing techniques with the latest in smoking technology.

Aritaya Co., Ltd.  
Gunma

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### ONIKUNOTORIKO

Perfect for the BBQ! Here is an easy way to make the Jamaican soul food jerk chicken, a favorite of every meat lover. In addition to chicken, any meat or fish can be marinated overnight for a spicy, addictive feast! The marinade is made with Kujo leeks and other vegetables from Kyoto, the old capital of Japan, to give the dish a uniquely Japanese flavor. Enjoy a beer in one hand and delicious meat in the other as you feast on a special dinner at the camping site!

Ateya akeske  
Kyoto

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## Trend 3 Products for comfortable and cool camping

Assembling tents, cooking outside and moving around more often than usual, camping is of course hot in summer, and even in winter it can get sweaty. That discomfort has kept people away from camping, but now they can overcome the heat and enjoy camping with a variety of comfort items! To make the camping experience more enjoyable for more people, here are some cooling products that make camping comfortable even in hot environments.



### Stainless Steel Keeper

This water tank keeps cold drinks chilled for a long time. It is a strong ally in hydration, which is indispensable for heat protection. Its high durability against alkaline ionized water and sports drinks makes it ideal for heat stroke prevention. Unlike typical water tanks and servers, it is made of stainless steel with a shiny surface and is very beautiful. In addition, the lid prevents the contents from leaking, meaning you don't have to fear even if it falls over.

THE PEACOCK VACUUM  
BOTTLE CO., LTD.

Osaka

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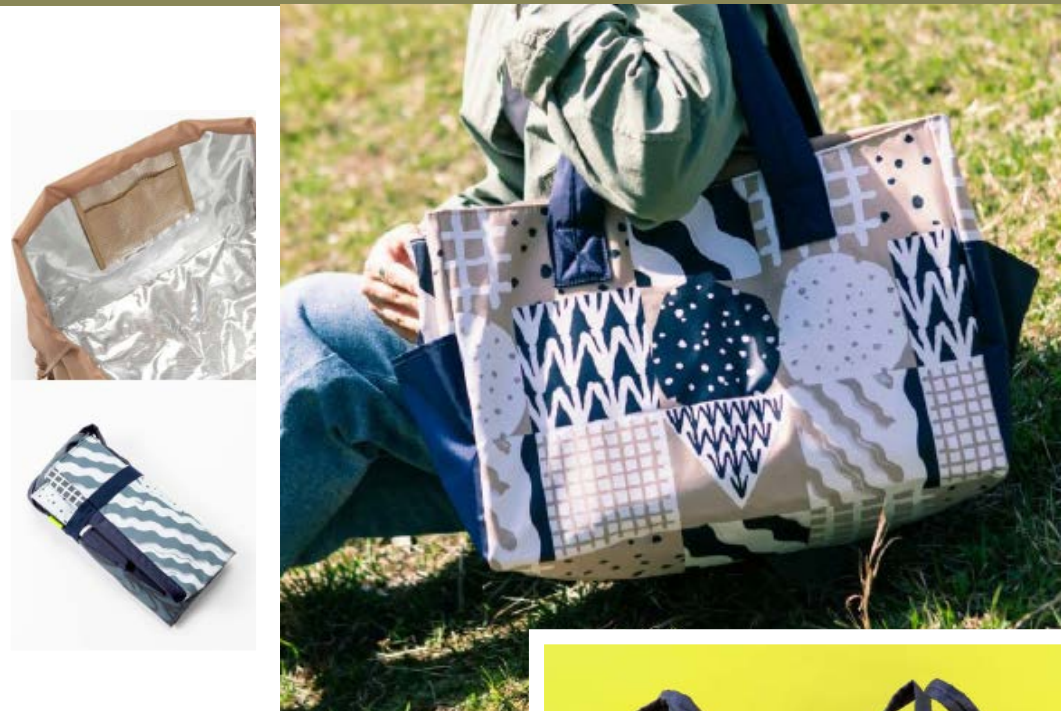
Its large capacity allows it to be used for hand washing.



It can be carried around with a handle.



### 3.Products for comfortable and cool camping



#### BIG COOLER BAG PLANET/MAGIC

Stylish cooler bag with a hand-drawn geometric pattern! The lightweight material allows you to carry cold drinks in style, and folds compactly when finished. The fabric is thick enough to stand on its own, so drinks and dressings can be carried in a car or on a motorcycle without falling over. Another key point is that it has pockets on the outside and inside so that you can keep things organized.

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#### SOKOCOOL BAG



A two-tiered cold storage bag that can be divided into two sections: the upper section for room temperature items and the lower section for cooling items. 3 colors are available.

Iroha Publishing Inc.  
Kyoto

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#### Contour Stole Pro

This stole is made of only natural fibers with easy-drying properties. Wrapped around the neck in hot summer, this highly functional stole absorbs not only sweat but also ultraviolet rays and suppresses the smell of sweat, making it very popular among campers. It is made of "Futsuori," a traditional weaving technique of Kiryu, Gunma, which uses a double-layered structure. Thanks to this weaving technique, it has a high heat-retaining effect, making it a great all-season towel in summer and a cold-weather stole in winter!

PIRET  
Gunma

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#### KAKEGAWA Green Tea Candy

We introduce Green Tea Salt Candy, a new form of salt tabs to supplement salt during hot weather. Made from organic JAS-certified organic Kakegawa green tea, it has a gentle sweetness, but with a salty accent! Processed at a "mini-HACCP certified" agro-processing plant, this high-quality product is safe and secure.

YAMAEI Co., Ltd.  
Shizuoka

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# Trend 4 Products for making you feel closer to nature

More and more urban campers are going camping for the purpose of relaxation. We introduce products with natural materials that blend in with the landscape and allow people to feel closer to nature. They are also very useful for camping in your gardens or on your balconies. By using these products made of natural materials, you can enjoy a natural atmosphere at home!

## Linen Coffee Filter

Hand-woven coffee filters made by the weaver of Nara Zarashi, high-grade hemp fabric (please see the next page for details). The natural texture of the hemp, which is made from plants, is very beautiful and soothing just by using it. It is used the same as paper filters. It is eco-friendly because it can be used repeatedly by rinsing it with water after use. It dries in about an hour after use and does not lose its shape when carried, making it perfect for camping scenes. The difference between the "at work" and "after work" filters is the thickness of the yarn and the density of the fabric. The "at work" filter is woven with a slightly thicker yarn, which drips more slowly, resulting in a richer flavor. The "after work" filter is woven with finer yarn and drips more quickly than the "raw" version, giving it a lighter flavor.

Okaimafushouten,inc.  
Nara

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## Linen cloth (large) ivory

A kitchen cloth made of Nara Zarashi, the same linen mosquito net fabric used for coffee filters. It is made of hemp and has a very nice touch. Water droplets wipe off nicely when drying dishes and glasses, making it perfect for camping scenes with lots of washing up to do!

Okaimafushouten,inc.  
Nara

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## TONGI

Normally metallic, these wooden tongs are created by bending a single piece of Japanese cypress, one of the most representative and high-grade types of wood used in Japan. The scent of cypress has a tranquilizing effect and is used in homes, furniture and hot springs. They can be easily gripped without exerting effort due to its flexibility! You can also use them as chopsticks.

YOSHITANI WOODWORKS  
Nara

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## What is Nara Zarashi?

Nara Zarashi is a type of linen cloth that has been dried in the sun and whitened by ultraviolet rays. The name refers to Nara, known as a production center of hand-woven linen cloth. From ancient times, Nara Zarashi was used to make tea bags for boiling tea leaves, and as a cloth for making clothing for samurai warriors. The entire process is made by the hands of a single craftsman.







An increasing number of JETRO staff members also enjoy camping on weekends!

# Information



Japan Street has 350 other camping related products. Please look at our specials page to see what else we have for you! We also have many other interesting special pages. Please check out Japan Street!

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If you are interested in a product listed on this newsletter, please send a request! JETRO will contact the company and arrange for a business meeting. If you can't find what you are looking for on Japan Street, please let us know! We cannot promise to get it for you, but we will try our best! All of this is free of charge.

We look forward to hearing from you!

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