

Japan Coal Industry: Porter's Five Forces Analysis

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Abstracts

Japan is the world's largest coal importing country, with imports amounting to nearly 180Mt of coal, equal to one-fourth of world's hard coal trade. Japan, which depends for nearly 100% of its coal supply on imports, has been making a continuous effort to develop and implement high efficiency coal-fired power generation technology. Japanese coal is found at the extreme ends of the country, in Hokkaido and Kyushu, which have, respectively, 45 and 40% of the country's coal deposits.

Kyushu's coal is generally of poor quality and hard to extract, but the proximity of the Kyushu mines to ports facilitates transportation. In Hokkaido, the coal seams are wider and can be worked mechanically, and the quality of the coal is good. Unfortunately, these mines are located well inland, making transportation difficult.

In order to understand the profitability and the dynamics of competitive structure of the coal industry in Japan, Taiyou Research presents a Porter's Five Forces Analysis of the Japanese Coal Industry.

Michael Porter's Five Forces Model is one of the most effective analytical model for understanding and analyzing the competitive landscape in an industry. The model analyzes the bargaining power of buyers and suppliers; the competitive rivalry in the industry; the threat of new entrants and the threat of substitutes for the particular industry – in this case, coal faces the threat of substitution from the various renewable energy sources that are fast becoming popular today.

In our report, apart from the Porter's Five Forces Model Analysis of the industry, we also analyze the basics of coal, including the various uses and types of coal, how coal is formed, and many other factors impacting the global coal industry.

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