

MANAGEMENT SUMMARY

In general, awareness of AJITSUKE KAZUNOKO showed a gradual decline from north to south across Japan. Nevertheless, a majority of respondents in all regions were familiar with the product.

While awareness and consumption of AJITSUKE KAZUNOKO are already high in the northernmost regions of Hokkaido and Tohoku, opportunities exist to increase awareness and also raise consumption levels in other northern and western regions of Japan, as well as in Shikoku.

- Respondents in Tosan and Tokai (Nagoya and its hinterlands) had relatively lower levels of awareness than other regions, but trial conversion in these areas was relatively high, suggesting that consumption might increase with greater product awareness.
- In Hokuriku and the island of Shikoku, awareness was already at a high level, but respondents in these regions showed a relatively strong inclination to retry. Furthermore, they indicated that failure to retry AJITSUKE KAZUNOKO was more likely because they were unaccustomed to buying the product on other than special occasions than dislike of the product per se.
- The Kanto region, centering on the Tokyo-Kawasaki-Yokohama urban conglomerate, represents a large market, with considerable potential remaining for increased awareness and trial.