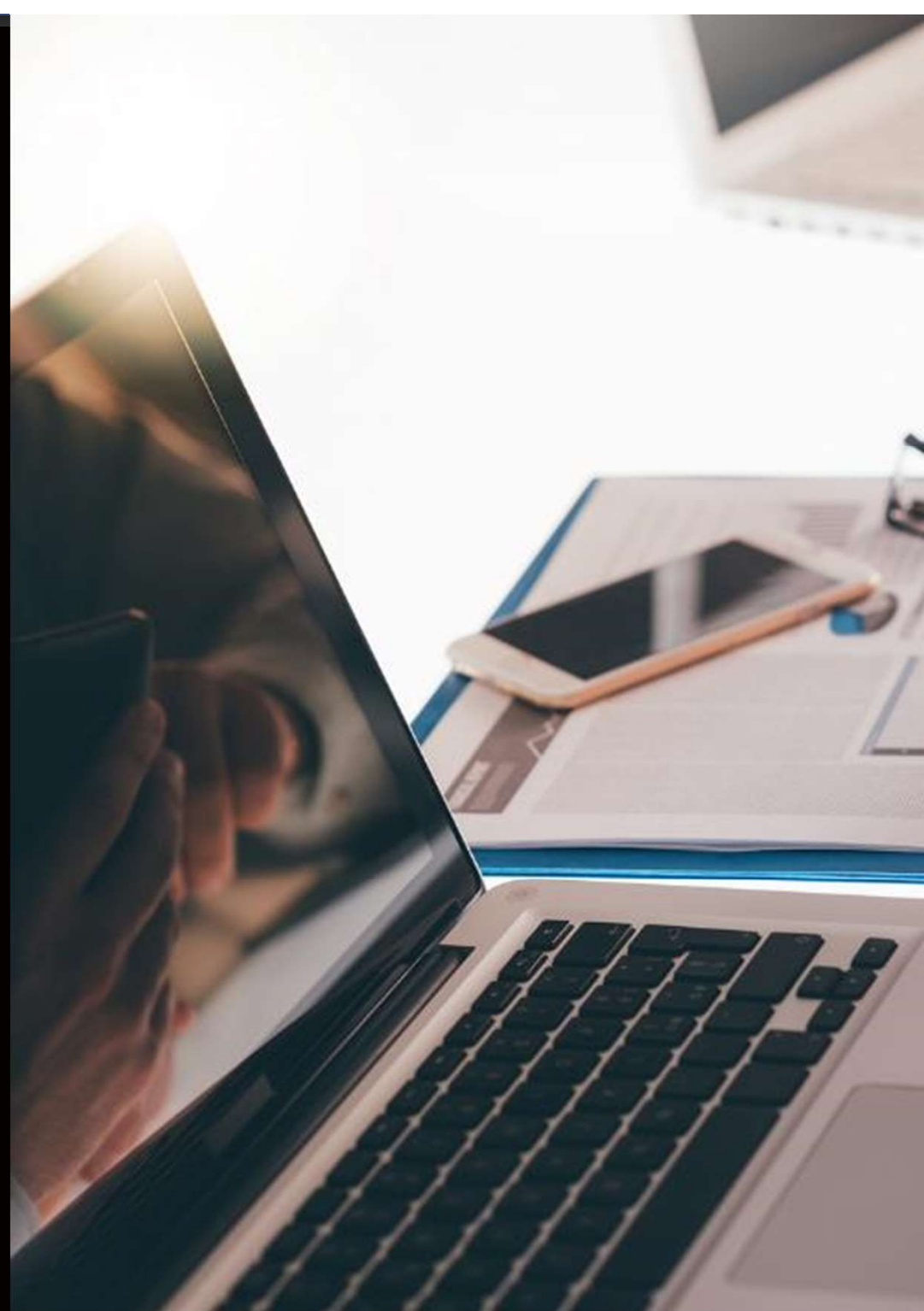




GourmetPro[®]

Expert Interview



Professional Survey

We conducted XX interviews with market players by direct phone-call, direct visit, and formal interviews

Name of company	Activities	Format
XXXXXXXXXX	XXXXXXXXXX	Formal interview
XXXXXXXXXX	XXXXXXXXXX	Formal interview
XXXXXXXXXX	XXXXXXXXXX	Direct visit
XXXXXXXXXX	XXXXXXXXXX	Direct visit
XXXXXXXXXX	XXXXXXXXXX	Direct phone-call
XXXXXXXXXX	XXXXXXXXXX	Direct phone-call
XXXXXXXXXX	XXXXXXXXXX	Direct phone-call
XXXXXXXXXX	XXXXXXXXXX	Direct phone-call
XXXXXXXXXX	XXXXXXXXXX	Direct visit
XXXXXXXXXX	XXXXXXXXXX	Direct phone-call
XXXXXXXXXX	XXXXXXXXXX	Direct phone-call
XXXXXXXXXX	XXXXXXXXXX	Direct phone-call

Professional Survey | XXXXX



Topic	Discussion
Overview	<p>XXXXX XXXXXXXXX. XXXXXXXXXXXXX, XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXX . XXXXXXXXXXXXX. XXXXX XXXXXXXX.</p> <p>XXXXXXXXXXXXX, XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXX . XXXXXXXXXXXXX.</p>
Channels	<p>XXXXXXXXXX provides XXXXXXXXX products for the retail market, while XXXXXXXX provides their products for foodservice. XXXXXXXXXX provides their products for foodservice through the distributor XXXXXXXXX and on the retail market through XXXXXXXXX and XXXXXXXXX, major e-commerce platforms in Japan. Foodservice using XXXXXXXXX are mainly XXXXXXXXX with XXXXXXXXX and industrial XXXXXXXXX manufacturers.</p> <p>XXXXXXXXXX used to be sold more widely at XXXXXXXXX, but the manufacturer struggled in effectively promoting such type of XXXXXXXXX products. Today, their products are mainly available at XXXXXXXXX stores in the greater Tokyo area.</p>

Professional Survey | XXXXX



Topic	Discussion
Usages & Motivation	<p>For XXX, XXXX are mostly used for XXXXX. XXXXXXXX are XXXXXXXXX. XXXXX for XXXXXXXX usage are almost not available, which represent an opportunity.</p> <p>Consumers order mostly XXXXXXXXXX for XXXXXXXX , and XXXXXXXX XXXXXXXXX and family with kids also order XXXX with XXXXXXXX for XXXXXXXX and XXXXX, but most of these XXXXX , XXXXX are not consuming XXXXXXXXXX.</p> <p>High seasons for XXXXX and XXXXX in general are XXXXX, XXXXX, and XXXXX. Japanese people often XXXXXXXXXXXXXXXXXXXX and XXXXX for XXXXXXXXXXXXX event, and there is a room for growth of edible paper/sheets used for chocolates.</p>
Market Future Opportunities	<p>As more consumers order XXXX XXXX since 202X, the XXXXX awareness and sales are expected to grow.</p> <p>The current trend around XXXXX using XXXXXXXXX XXXXX is expected to grow fast.</p>

Formal Interviews Expert Profiles

	Mr. XXXX	Mrs. XXXX / XXX
Company	XXXX company	XXXX company
Position	XXXX	XXXX
Career	X years at XXXXX as XXXX X years at XXXXX as XXXX	XX years at XXXX
Expertise	XXX, XXX, XXX	XXX, XXX, XXX
Interview Type	Video call	Direct Interview
Interview Date /Place/Duration	XX th XXX. 202X/Online/45 minutes	XX th XXX. 202X/Cafe/60 minutes

Formal Interview | Mrs. XXXXX



Topic	Discussion
Category Trends	XXXX are sold in XXXXX XXXX and XXXX, notably during the XXXX. Using XXXXX for XXXX product is trending with XXXX consumers (particularly with XXXX) and XXXXXXXXXXX. XXX XXXXX are becoming available in more supermarkets in Japan.
Price Structure	For XXXX, importer margin is XX-XX% on their price to wholesalers, XXX and the other XXX margin is XX% (large chains) to XX% (independent customers). The purchase price for XXXXXXXX and XXXX vendors of XXXX XXX is around XX~XX JPY/unit.
Potential channel for your company	XXX, and XXXXXXXXXXX (XXXXXX, XXX) are high potential channels, due to their sensitivity towards XXXXXX and their clientele, and the absence of competition. For XXXX, the recommended formats are XXXXXXXXXXXXXXX use for XXXXXXXX, and XXXX.