

A vibrant night market scene with food stalls and people eating outdoors.

# Evaluating New Demand and Supply Based on Current Food Distribution

# Purpose

- Collect data on current sales trends and consumer demand to analyze future changes.
- Investigate and compare differences in values between countries, formulate hypotheses, and conduct research.
- Consider intercultural approaches between Japan and Australia.



# Research Question & Hypothesis

- What can be predicted for the future based on commonalities and differences in demand and values between Japan and Australia?

Hypothesis:

Modern Society's Demand

↳ High cost-performance,  
convenience, and flexibility in  
time constraints.



# Japanese Food Culture

## Japanese

- The typical meal structure follows "Ichiju-Sansai" (One Soup, Three Dishes).
- Eating order follows "**triangular eating**" (alternating between dishes).
- Primarily use **chopsticks**.
- Regional differences are significant (Kanto, Kansai, Kyushu, Hokuriku).
- **Seasonal ingredients** have a strong influence.



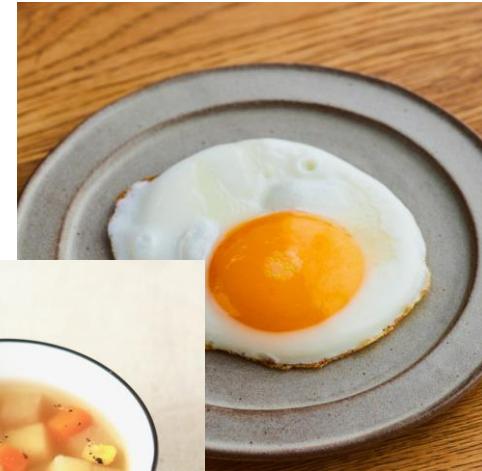
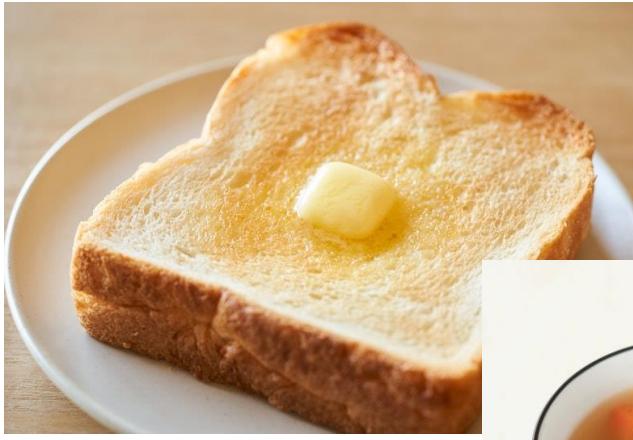
# Example of an Average Japanese Meal

- Break fast:

Main staple: Bread

Main dish: Egg dish

Soup: Vegetable soup



- Lunch (assumed as a bento meal):

Main staple: White rice

Main dish: Fried food or grilled fish

Side dish: Shredded cabbage



# Example of an Average Japanese Meal(2)

- Dinner:

Main staple: White rice

Main dish: stir-fried meat and vegetables

Side dish: Simmered dish

Soup: Tonjiru (pork miso soup)

Small dish: Pickles



# Data from Japan

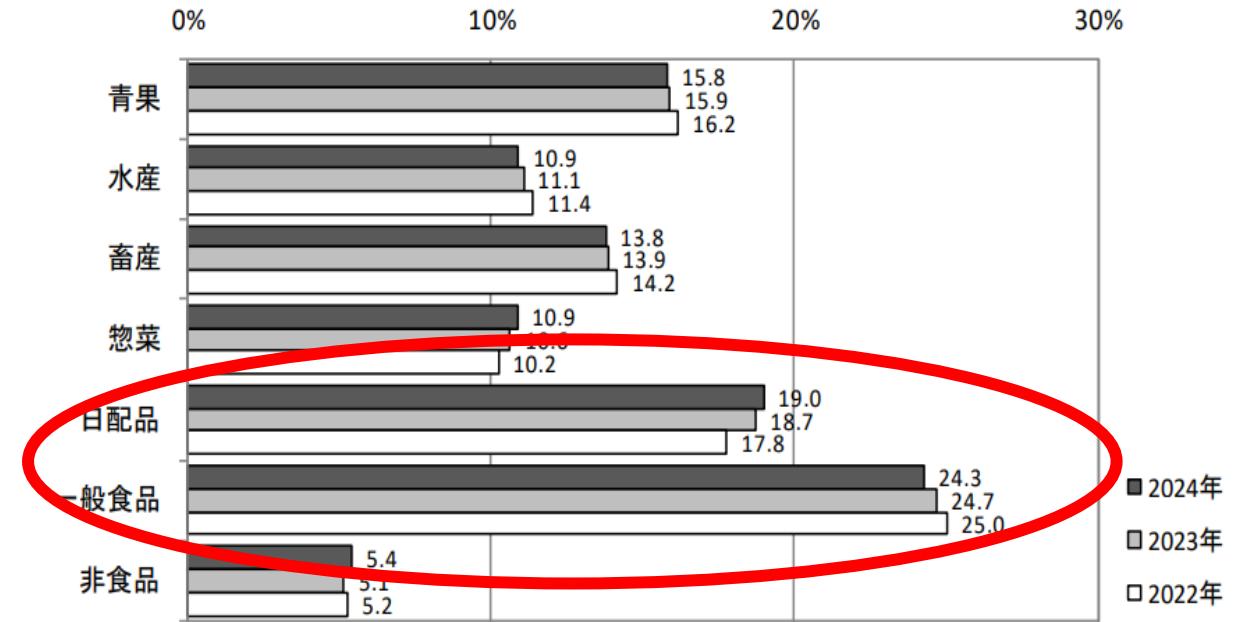
- **Daily delivered goods** include dairy products, sweets, seasonings, dried foods, and rice.

- **Key Findings:**

Sales of convenient foods are high  
→ The hypothesis is generally correct.

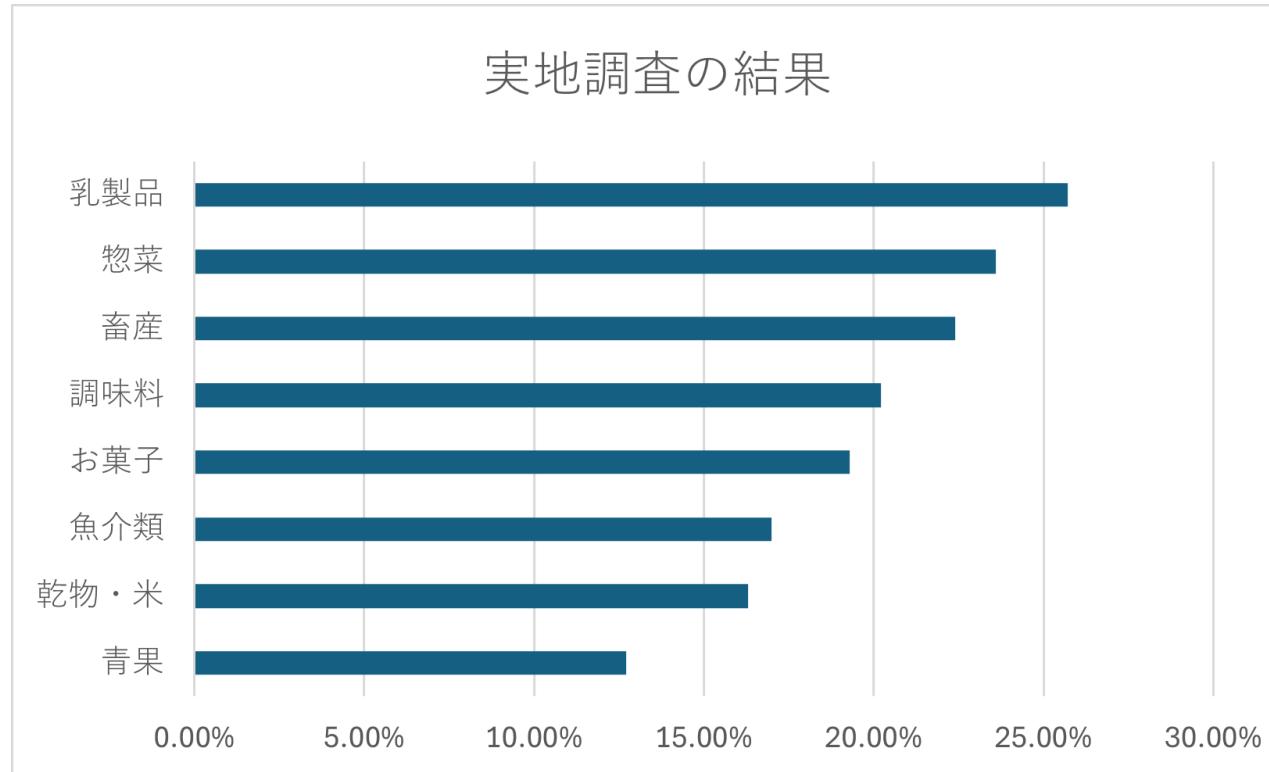
Need to examine the proportions within the category of daily delivered goods.

図表9-35 商品カテゴリー別売上高構成比



(2024年 スーパーマーケット年次統計調査 報告書)

# Field Research in Japan (1)



- Sample size: Just under 200 people (duplicates included).
- Popular seasonings: Soy sauce, miso, mayonnaise, Japanese soup stock.

# Field Research in Japan (2)

- General groceries and daily delivered goods are displayed prominently when they are new or limited-edition.
- Popular products are placed at eye level for customers.
- Food ingredients are actively promoted through cooking examples and tastings.



# What to Verify in Australia

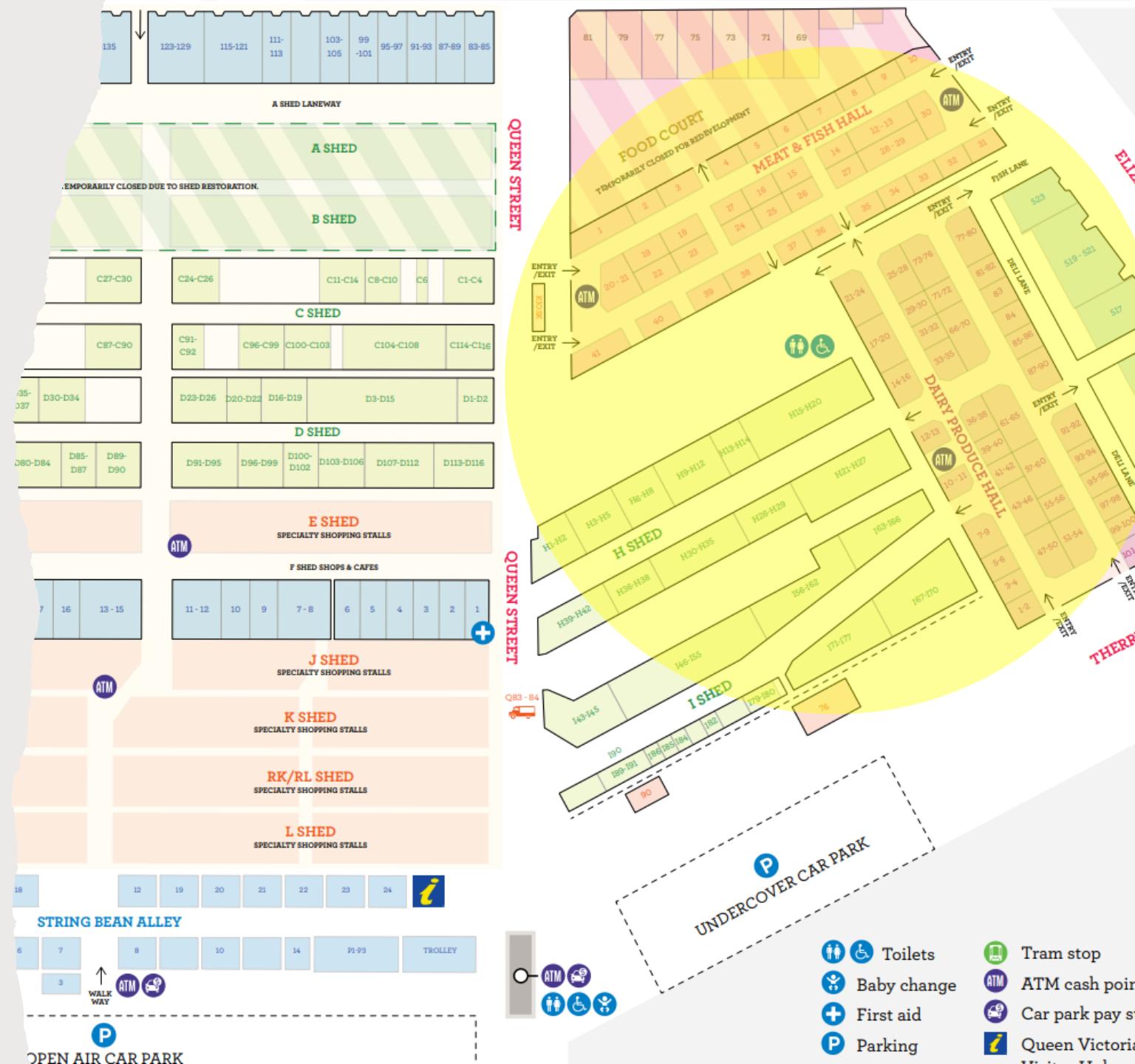
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- **Australian Food Culture** (via internet research & surveys).
- **Local purchasing habits** (QVM: Queen Victoria Market).
- **Overview of purchases** (Survey-based due to difficulty in field research).



# What to Do at QVM

- Investigate **purchase quantity per transaction** for milk (mainly raw milk).
- Identify **types and cuts of meat** being bought.
- Find **effective promotional strategies**.
- Examine **types of seasonings** used.



# Concerns

**Limited research time** (Not enough samples collected)

→ Respond with movements that can be collected in the most efficient way possible.

**Lack of valuable data**

→ Draw conclusions based on the available data

# Future Prospects

- **Investigate purchasing trends in other countries**
  - Gain insights into global demand
- **Analyze seasonal and time-based demand**
  - Establish reciprocal trade relationships
- **Study purchasing behavior**
  - Identify economic opportunities in countries with similar purchasing trends