

A vibrant outdoor market scene at dusk. In the foreground, several people are seated at small wooden tables and stools, some eating and talking. Two women are walking towards the camera in the middle ground. The background is filled with more people and market stalls. A large, industrial-style metal structure with a corrugated metal roof covers the market area. String lights are hanging from the structure, and city buildings are visible in the distance under a dark sky.

# 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

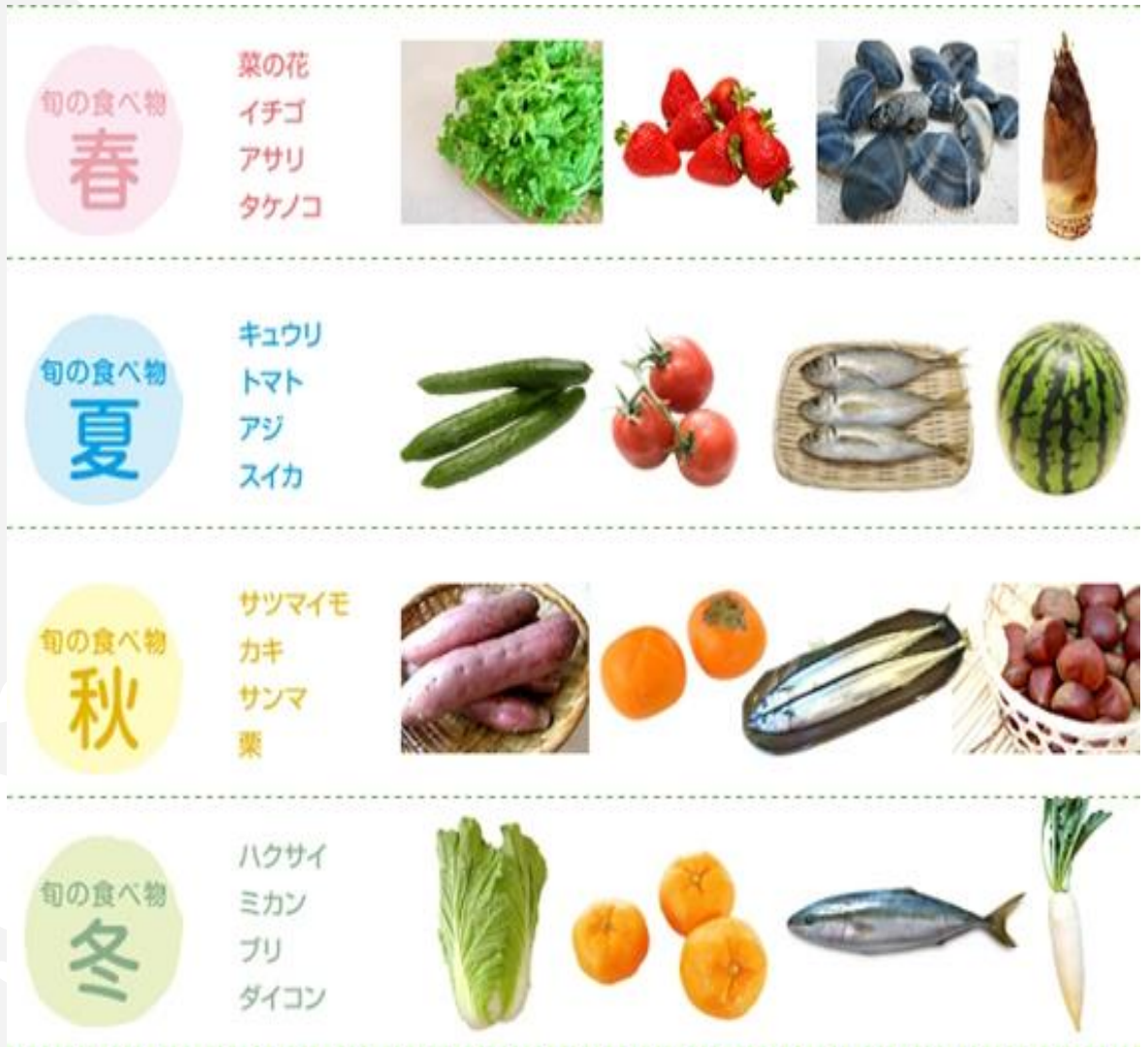
↳ High cost-performance,  
convenience, and flexibility in  
time constraints.



# 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

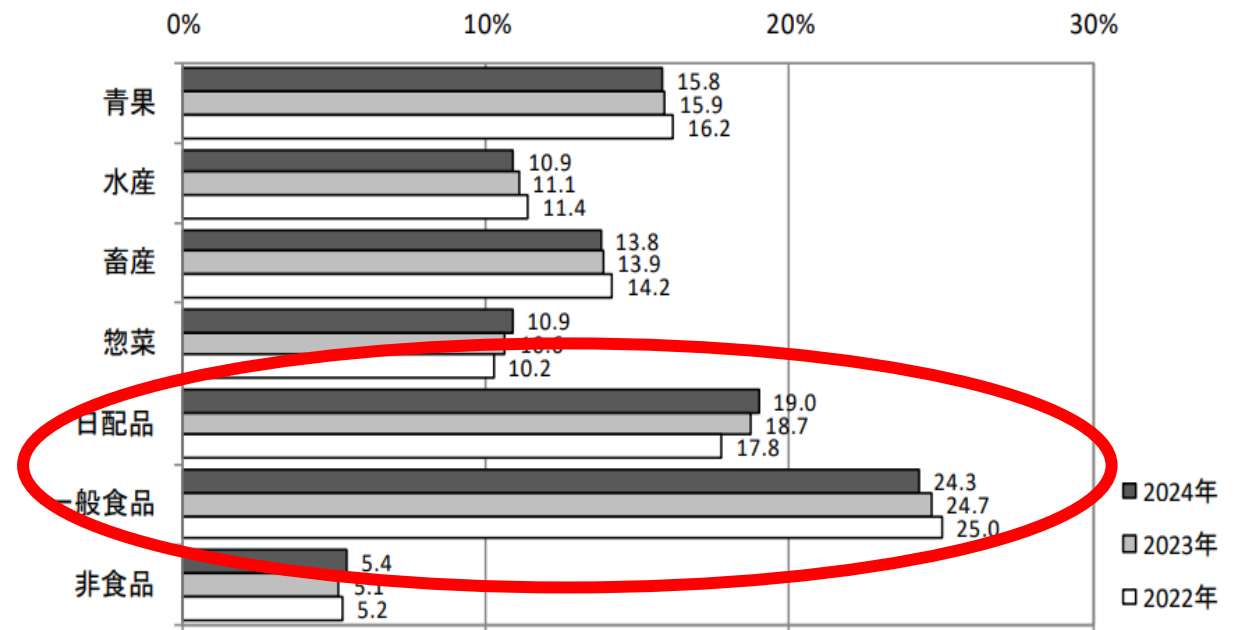
- **Daily delivered goods** include dairy products, sweets, seasonings, dried foods, and rice.

- **Key Findings:**

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

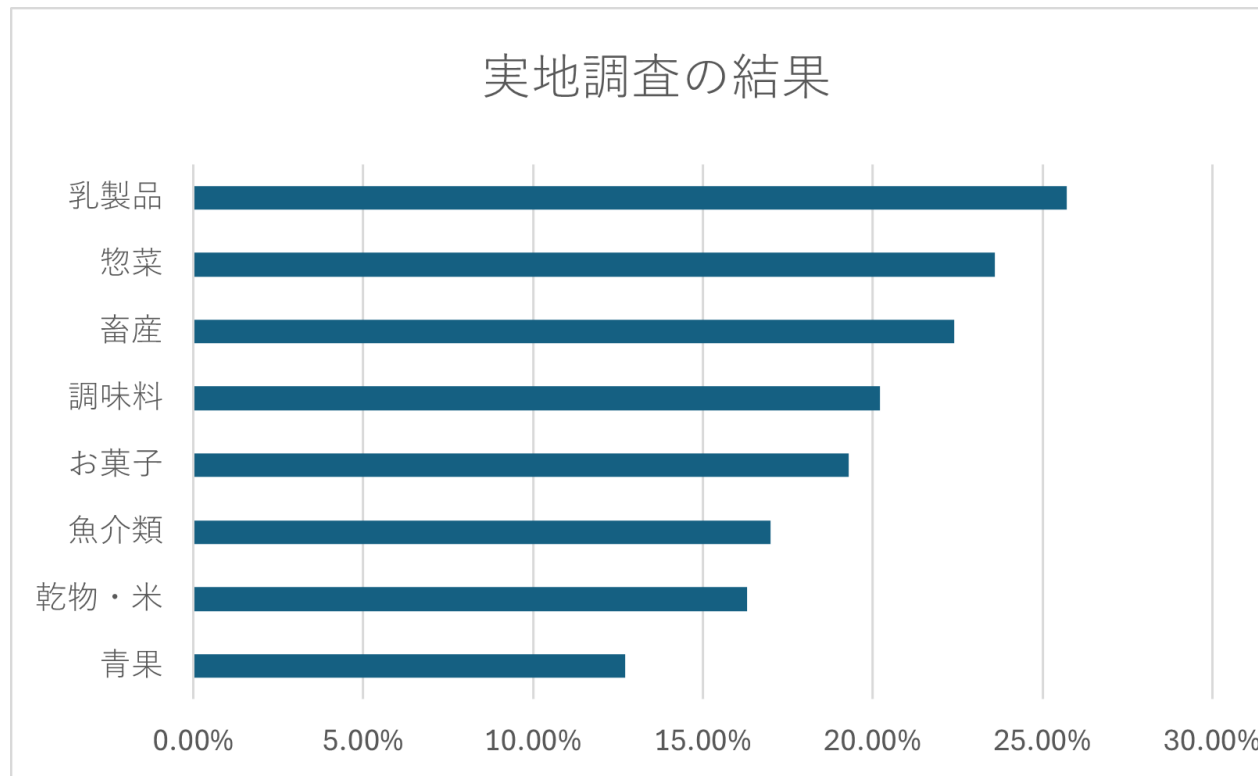
Need to examine the proportions within the category of daily delivered goods.

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.





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## What to Verify in Australia

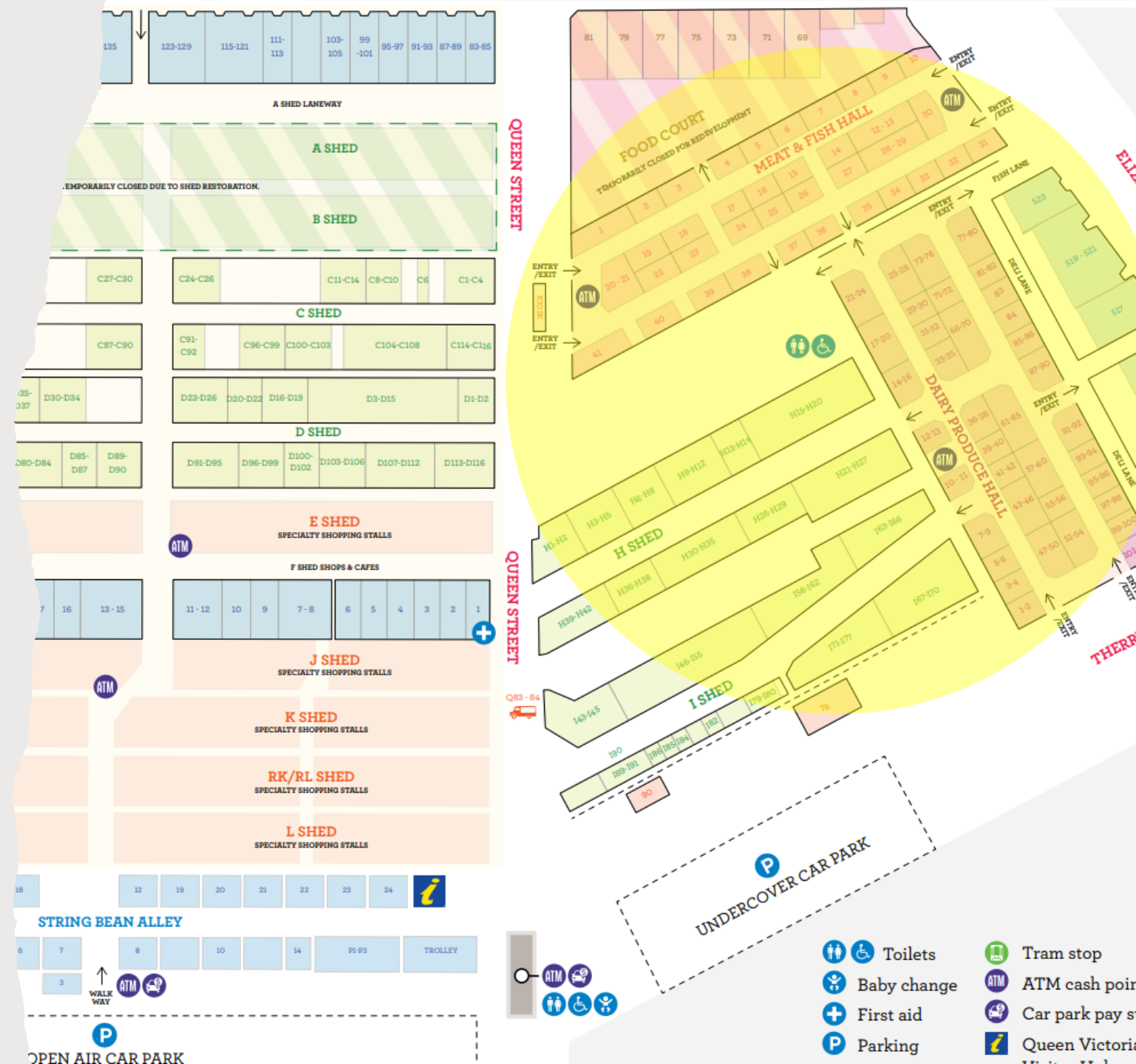
- **Australian Food Culture**  
(via internet research & surveys).
- **Local purchasing habits**  
(QVM: Queen Victoria Market).
- **Overview of purchases**  
(Survey-based due to difficulty in field research).





# 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