

Questionnaire regarding Purchase of Sweets in Japan: Key Research Findings 2017

◆ Research Outline

Yano Research Institute has conducted a questionnaire regarding purchase and demand of sweets with the following conditions:

1. Research period: November, 2016
2. Research Target: Total 857 respondents (426 males and 431 females) living in Kanto area (i.e., Tokyo, Chiba, Saitama, and Kanagawa) and Kansai area (i.e., Kyoto, Osaka, and Hyogo), with their ages in their 20s through 60s.
3. Research methodologies: Online questionnaire

Questionnaire regarding Purchase of Sweets and Confectionery

This research has made clear of the purchase trend and demand of Japanese- and Western-style sweets and desserts (yogurt, pudding, jelly, ice cream, etc.) by means of online questionnaire.

The purchase trend of each items mentioned above was surveyed separately according to whether they were for gifts or for oneself/family. The purchase of sweets using the recently-rising online or mail orders and of original sweets at convenience stores have also been surveyed.

◆ Key Findings

■ Japanese Style Sweets Being Fond of by 80% of Respondents, Whereas Western Style by 90% including Those who “Rather Like” Them

According to the survey targeting 857 men and women living in Kanto and Kansai area with their ages in their 20s through 60s about whether or not they like sweets by each category, Japanese sweets in general were being fond of by 77.8% of the respondents, whereas western sweets were liked by 89.5 %, both of which including those who “*rather* like” them.” In the dessert category, 89.1% of the respondents answered that they like ice cream, which was fairly high ratio.

■ Men Place Importance on Price When Buying Western-Style Sweets, and Women Tend to Choose by External Appearance

When asked about what to place importance on buying western sweets to 778 men and women living in Kanto and Kansai area with their ages in their 20s through 60s who have bought Japanese or Western style sweets within a past year, the largest 49.2% of respondents answered “Price”, followed by “External Appearance of the Product” 48.6%. When viewing the response from the respondents’ attribute, the largest number of people who responded “price” is men in their 40s through 50s, occupying more than 60%. The largest group of people who responded “external appearance” of the sweets is women of all ages, accounting for more or less 60%.

■ **20% of Respondents Used Online for Purchasing Sweets in the Past Year, Showing Steadfast Demand of Real Shops**

The survey has found out that 22.4% of the respondents used online for buying Japanese style sweets within the past year, and 26.7% for Western sweets. When compared with 80 to 90% of respondents having bought sweets for oneself or for one's family whatever the channel was over the last year regardless of Japanese or Western type, and 50 to 60% for gifts, it shows the robust demand of real shops in the sweets industry, no matter how online trading has widely expanded in other industries.

◆ **Report Format**

Published report: "Consumption Trends of Confectioneries/Sweets 2017"

Issued on: April 28, 2017

Language: Japanese

Format: 335 pages in A4 format

Price: 100,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

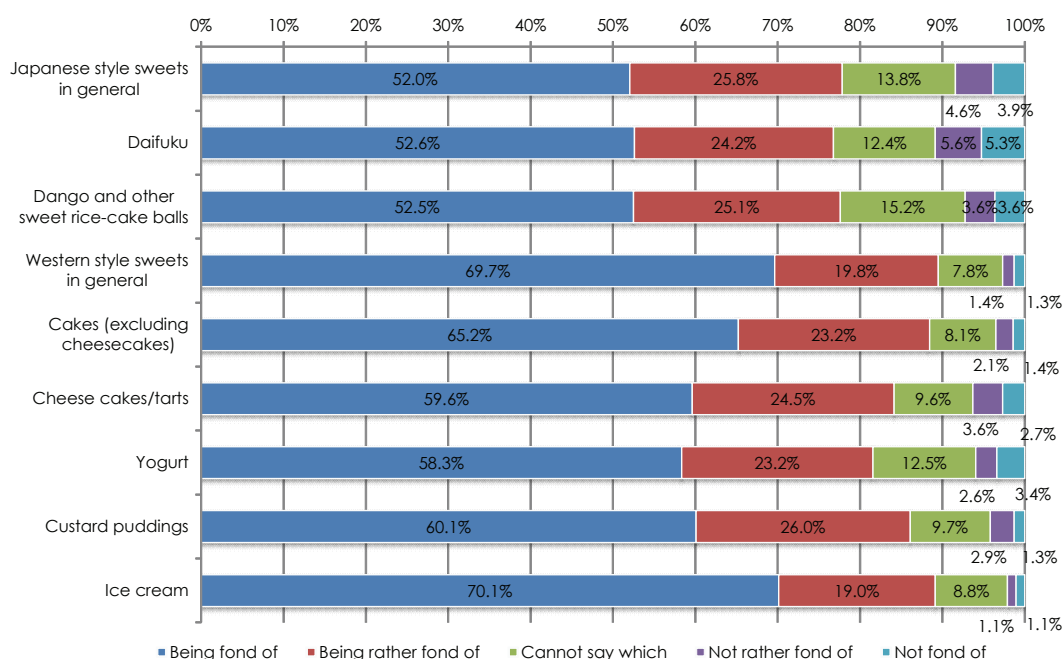
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■ **Figure 1: Fondness of Sweets by Category (Some Items Extracted)**



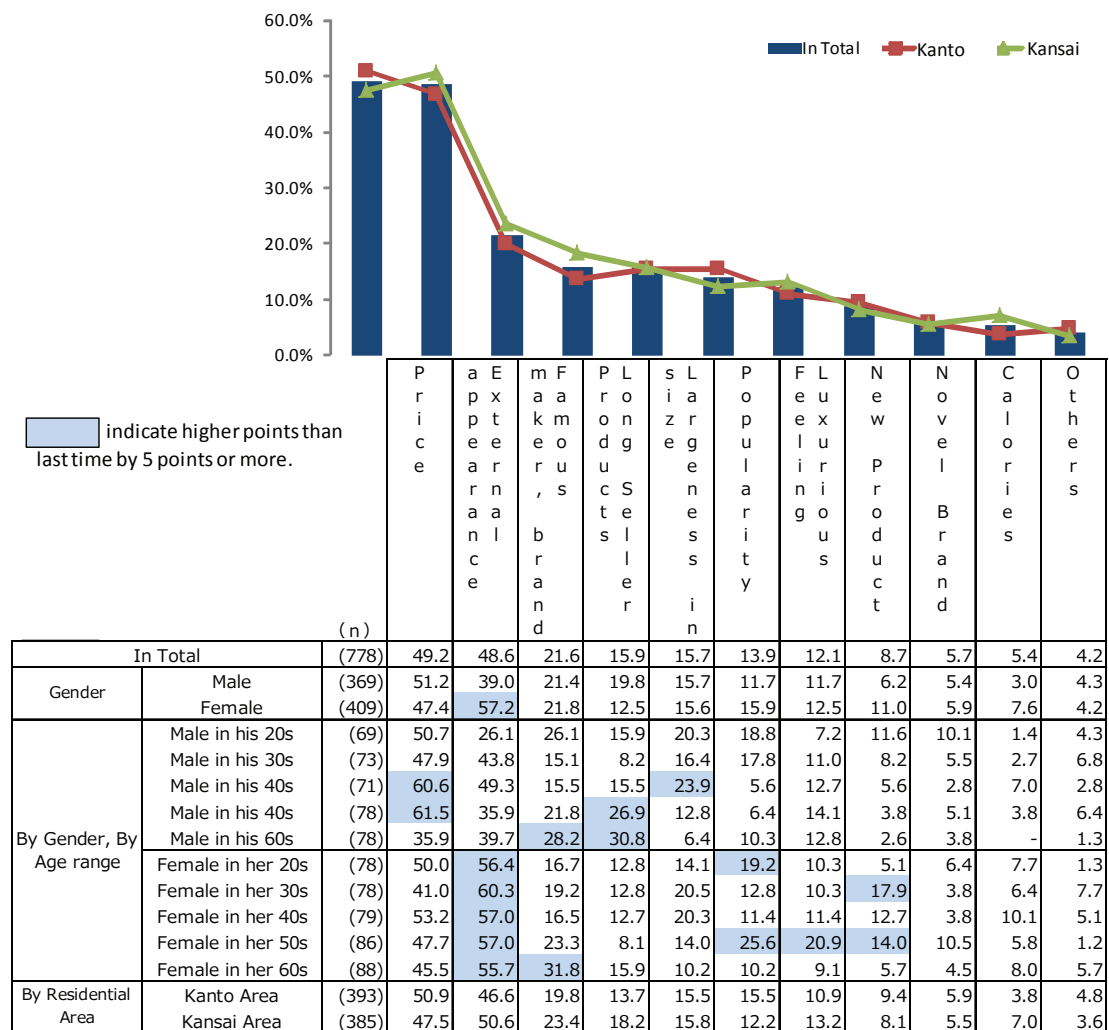
(n=857)

Estimated by Yano Research Institute

Notes:

1. Research Period: November 2016, Research Target: 857 men and women living in Kanto area (i.e., Tokyo, Chiba, Saitama, and Kanagawa) and Kansai area (i.e., Kyoto, Osaka, and Hyogo) with their ages in their 20s through 60s, Research Method: Online questionnaire, single response allowed. Figure 1 covers some items being extracted.

■ **Figure and Table 1: What to Place Importance in Buying Western-Type Sweets (for Oneself/Family)**

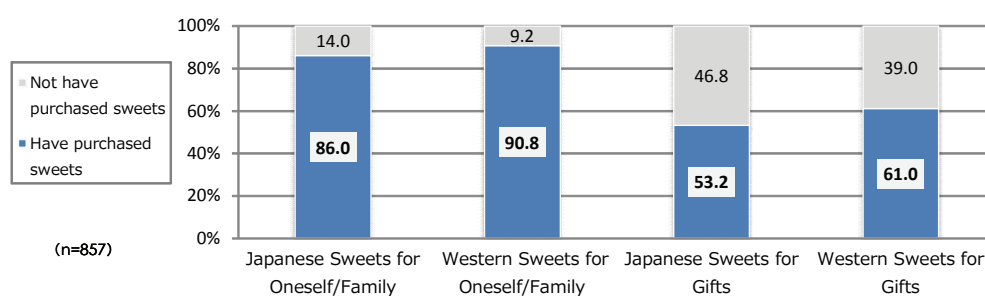


Estimated by Yano Research Institute

Notes:

- Research Period: November 2016, Research Target: 778 men and women living in Kanto area (i.e., Tokyo, Chiba, Saitama, and Kanagawa) and Kansai area (i.e., Kyoto, Osaka, and Hyogo) with their ages in their 20s through 60s, who have bought Japanese or Western style sweets for oneself or for one's family within a past year, among total 857 people, Research Method: Online questionnaire, single response allowed. Figure 1 covers some items being extracted.

■ **Figure 2: Experience of Buying Japanese/Western-Type Sweets within a Year (Regardless of Sales Channel)**

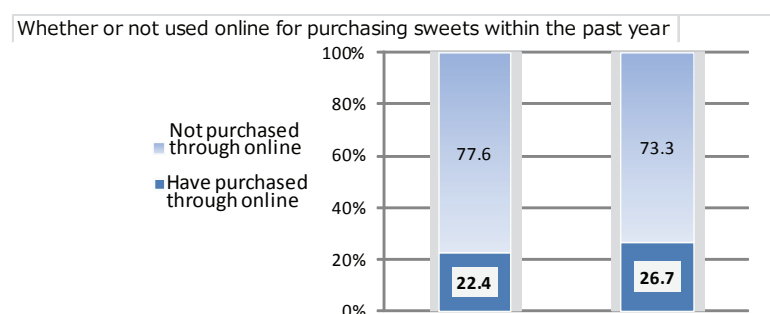


Estimated by Yano Research Institute

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- Research Period: November 2016, Research Target: 857 men and women living in Kanto area (i.e., Tokyo, Chiba, Saitama, and Kanagawa) and Kansai area (i.e., Kyoto, Osaka, and Hyogo) with their ages in their 20s through 60s, Research Method: Online questionnaire, single response allowed.

■ **Figure and Table 2: Experience of Buying Japanese/Western-Type Sweets Online within a Year**



■ indicate higher points than last time by 5 points or more.

			Japanes style sweet		Western sweets	
			Used Online	Have not used online	Used Online	Have not used online
In total		(857)	22.4	77.6	26.7	73.3
Gender	Male	(426)	22.1	77.9	25.8	74.2
	Female	(431)	22.7	77.3	27.6	72.4
By Gender, By Age range	Male in his 20s	(83)	27.7	72.3	28.9	71.1
	Male in his 30s	(86)	24.4	75.6	27.9	72.1
	Male in his 40s	(86)	24.4	75.6	27.9	72.1
	Male in his 40s	(87)	21.8	78.2	26.4	73.6
	Male in his 60s	(84)	11.9	88.1	17.9	82.1
	emale in her 20	(84)	23.8	76.2	25.0	75.0
	emale in her 30	(84)	26.2	73.8	32.1	67.9
	emale in her 40	(86)	17.4	82.6	19.8	80.2
	emale in her 50	(88)	23.9	76.1	35.2	64.8
	emale in her 60	(89)	22.5	77.5	25.8	74.2
By Residential Area	Kanto Area	(435)	21.8	78.2	25.1	74.9
	Kansai Area	(422)	23.0	77.0	28.4	71.6

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