

III. Results of Investigation

III-1. Consumer Survey

(1) Outlined results

- The term “yuki”/organic is recognized, but consumers who have positive consuming attitudes based on correct understandings are still a minority. On the other hand, there are many consumers who mistakenly choose foods considering them as “organic” based on vague or wrong interpretations.
- The amount of information available related to organic foods is limited in general, and with little information available at stores, it is hard to imagine the number of consumers with solid understanding of organics to rapidly increase.
- Presently, users have a strong tendency to evaluate foods by means of “selfish” factors such as ‘healthy’, ‘safe’, and ‘tasty’. To expand organic food market, it is necessary to increase the new consumer base by widely advertising the social and environmental benefits of organic foods, and support its value through high sales prices.

Note: The consumer questionnaire is composed of the following two frames.

(1) Primary survey for consumers in general n=2,876

(2) Consumers who use organic foods once or more a week n=501

In the text, the consumers in general indicate n=2,876 in (1) and “all” indicates n=501 in (2).

(2) Results of survey

1) Market volume and user characteristics

- Consumers who “have eaten organic foods” are 65%. Of those who “use organic foods once or more a week” are 33%. This is 21% of the consumers in general.
- Of those who “use organic foods once or more a week,” women account for 56% and those aged 50 or more account for 59%. As for annual household incomes, the volume zone exists in the range of 4 to 7 million yen, and 10 to 20 million yen.

Fig. III-1-1 Users Who Use Organic Foods Once or More a Week

