

Ito-Yokado Co Ltd in Packaged Food (Japan)

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Abstracts

In order to correspond to changes in consumption patterns in Japan, Ito-Yokado shifted from a headquarters-based management style to store-based, in order to increase sales. Driven by the population decline and the busy lifestyles of consumers, the company aims to expand its internet retailing business in order to meet demand for convenience. Although store-based retailing still takes up a large amount of its sales, Ito-Yokado announced in September 2015 that of its 185 stores, 40 stores with...

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