

Sustainability in Japan

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Abstracts

The majority of Japanese consumers reduce food waste and plastics, making Zero Waste claims and Sustainable Packaging well-received. Climate concerns are rising in the country, making locally sourced goods appealing while meat avoidance is increasing. This creates a strong opportunity for industries, with more than 40% of Meat Avoiders willing to pay more for sustainable products. Natural is the widest-used claim across industries, boosting growth, while there is a clear opportunity to implement...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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