

Sustainability in Japan

December 2023

Table of Contents

Sustainability in Japan

SCOPE

Chart 1 - Sustainability Country Report Scope

KEY FINDINGS

Chart 2 - Sustainability Country Report Main Findings

INTRODUCTION

Chart 3 - Sustainability Market: Key Metrics by Industry

CONSUMER BEHAVIOUR

Environmental awareness

Chart 4 - Consumers' Sustainability Awareness and Actions in Japan 2019-2023

Green actions

Chart 5 - Consumers' Environmental Action in Japan 2023

Trust in green labels

Chart 6 - Consumer Trust in Product Claims in Japan 2023

Shopping preferences

Chart 7 - Consumer Circular Shopping Preferences in Japan 2023

Sustainable consumer types

Chart 8 - Sustainable Consumer's Types in Japan 2023

Chart 9 - Meat Avoiders: Largest Consumer Type in Japan 2023

MARKET SIZE

Chart 10 - Sustainability Market Size By Industry in Japan

Sustainability Attribute Group with the biggest market sizes in Japan

Chart 11 - Sustainability Market Size for the Top 10 Attributes by Industry in Japan, USD Million, 2022

SUSTAINABLE PRODUCTS

Chart 12 - Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in Japan, 2022

Chart 13 - Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in Japan, 2022

Chart 14 - Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in Japan, 2022

Chart 15 - Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in Japan, 2022

Chart 16 - Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in Japan, 2022

Chart 17 - Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in Japan, 2022

Chart 18 - Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in Japan, 2022

COMPETITOR ANALYSIS

Chart 19 - Beauty and Personal Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes of the Top 5 Competitors in Japan, 2022

Chart 20 - Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in Japan

Chart 21 - Consumer Health: Product availability and Price Positioning of SKUs with Sustainability Claims from Top 5 Competitors in Japan, 2022

Chart 22 - Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in Japan

Chart 23 - Pet Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Japan, 2022

Chart 24 - Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10

Competitors in Japan

Chart 25 - Snacks: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Japan, 2022

Chart 26 - Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in Japan

Chart 27 - Dairy Products and Alternatives: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Japan, 2022

Chart 28 - Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in Japan

Chart 29 - Cooking Ingredients and Meals: Product availability and Price Positioning of SKUs with Sustainability Claims from Top 5 competitors in Japan, 2022

Chart 30 - Cooking Ingredients and Meals: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in Japan

Chart 31 - Staple Foods: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Japan, 2022

Chart 32 - Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in Japan

SEIZING THE OPPORTUNITY – BY INDUSTRY

Chart 33 - Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Japan

Chart 34 - Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Japan

Chart 35 - Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Japan

Chart 36 - Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Japan

Chart 37 - Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Japan

Chart 38 - Cooking Ingredients and Meals: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Japan

Chart 39 - Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Japan

SEIZING THE OPPORTUNITY – BY KEY ATTRIBUTES

Chart 40 - Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Japan, 2022

Chart 41 - Carbon Neutral Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Japan, 2022

Chart 42 - Zero Waste Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Japan, 2022

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sustainability-in-japan/report.