

## WEBINARS

# JAPAN RETAIL MARKET OVERVIEW WEBINAR

Wednesday, Jun 24, 2020

Registration: Tuesday, Jun 16 - Monday, Jun 22, 2020

📍 Webinar | Japan | East Asia

<https://www.wusata.org/e/HDQ2QBP>



## EVENT DETAILS

Join us for an up-to-date and free learning opportunity for navigating the Japan market.

### Webinar Topics Include:

- **Japan Demographics & Geographic Position**
  - What has shaped and enlightened Japanese food culture
  - Japan's local communities with unique lifestyle and food cultures
  - Domestic Production
  - Change makers of Japanese retailers in modern society
- **General Consumption Trends**
  - US vs Japanese diet comparison
  - Positioning Japan for the US food & drink export
  - Major agricultural suppliers to Japan
  - What sells?
- **FAS & ATO Analyze Japanese Strengths and Constraints**
  - How often Japanese people shop food and where
  - Three perishables 90%+ shoppers pass in the rows
  - Appreciating seasonal and local produce/seafood
  - What vegetables, meat and seafood Japanese consumers buy in supermarkets
- **Japanese Pop Food Culture**
  - Fast turn-around meal ingredients and snacks
  - Retail merchandising of imported food products
  - Japanese retail distribution network
  - Mainstream supermarket chains move 3/4 of food consumption
- **Before and After COVID-19 – Any changes or difference?**
  - Quick comparison of Japan supermarket store sales April 2019 vs. April 2020
  - How much different are purchased items 2019 vs. 2020?
  - Most selling food items in April 2020 in retail stores
  - COVID-19 pandemic has made people

Presented by WUSATA and our in-country contractor, R & L Associates, the event is geared for companies at any stage of exporting- new or seasoned!

The Webinar will be held on Wednesday, June 24, 2020 and will begin at 5:00 pm PDT. The duration of the event will be 45 minutes, followed by a 15 minute Q&A session. We will sent out link to webinar 48 hrs prior.

**Registration Deadline - June 22, 2020**

## INDUSTRY FOCUS

Retail Products