

One Pager! Domestic and International Markets

○ Markets in Japan

- Convenience stores

In response to the increase in demand caused by COVID-19, the convenience store industry is actively selling frozen foods (especially frozen vegetables), taking advantage of their unique convenience. This market format, made possible by the fact that convenience stores are used by everyone, is expected to continue to grow.
- Supermarkets

Each company's brand strategy also includes something related to frozen foods.

The advantages of brand strategy are

 1. easier to reflect the voice of the customer
 2. to design products that are safer and more secure
 3. reduce distribution costs, sales and advertising costs, and offer products at lower prices.

Some supermarkets sell frozen foods in this format.
- Co-op stores and mail orders



A co-op is an organization in which each consumer contributes money to become a member and jointly manages and uses the cooperative.

Some co-ops offer frozen foods, which

are safe and delicious, and are made with the faces of the producers visible.

○ Frozen Food in Other Countries

- France

In France, there is a supermarket specializing in frozen foods, Picard, which opened in 1973. Since it arrived in Japan, Picard has become popular as it specializes in high-quality frozen foods, with products that not only look and taste good but are also environmentally friendly.



- The U.K.

The U.K. is the world's largest consumer of frozen food per capita per year. A chain of stores ICELAND, which specializes in frozen foods, is loved by the people.
- Italy

The Italian frozen food manufacturer, Rolli, operates its frozen vegetable brand "Paren Brand," and manages the entire process from seed dispersal by contract farmers to sales. The safety of Lolli's products is recognized worldwide, and the company has acquired the international quality standard ISO9002.