

## &mog Report

### ~2024/03/08~09 "Dekabo Food Marche @ Nihonbashi Coredo Muromachi" Edition~

Following on from February, a marché will be held in the Muromachi area again in March 2024. We conducted a consumer survey again this time, and will report the results here.



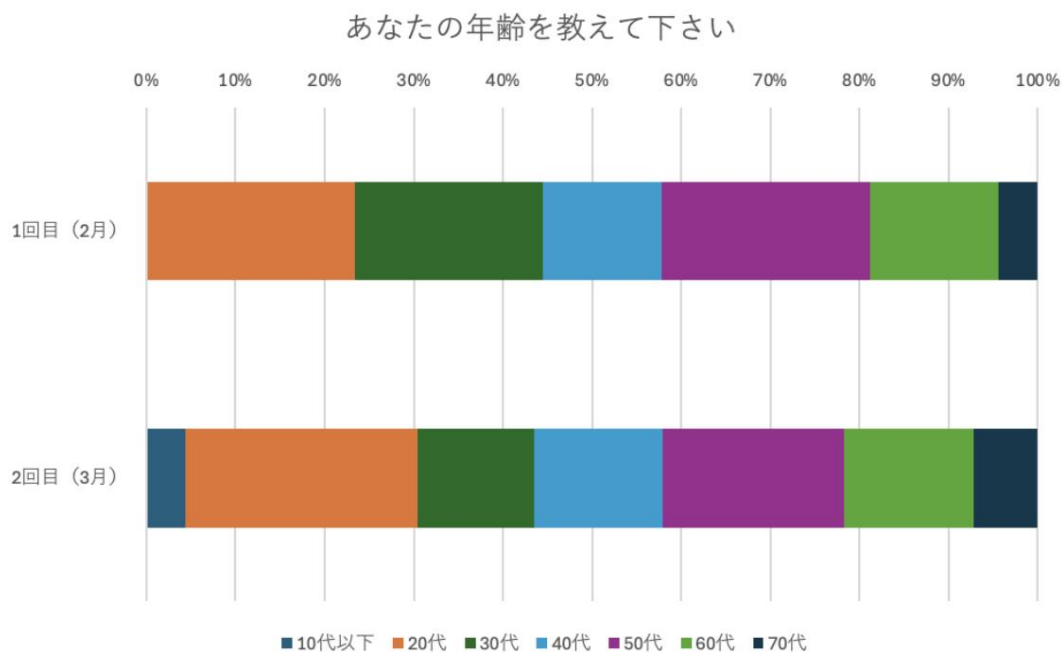
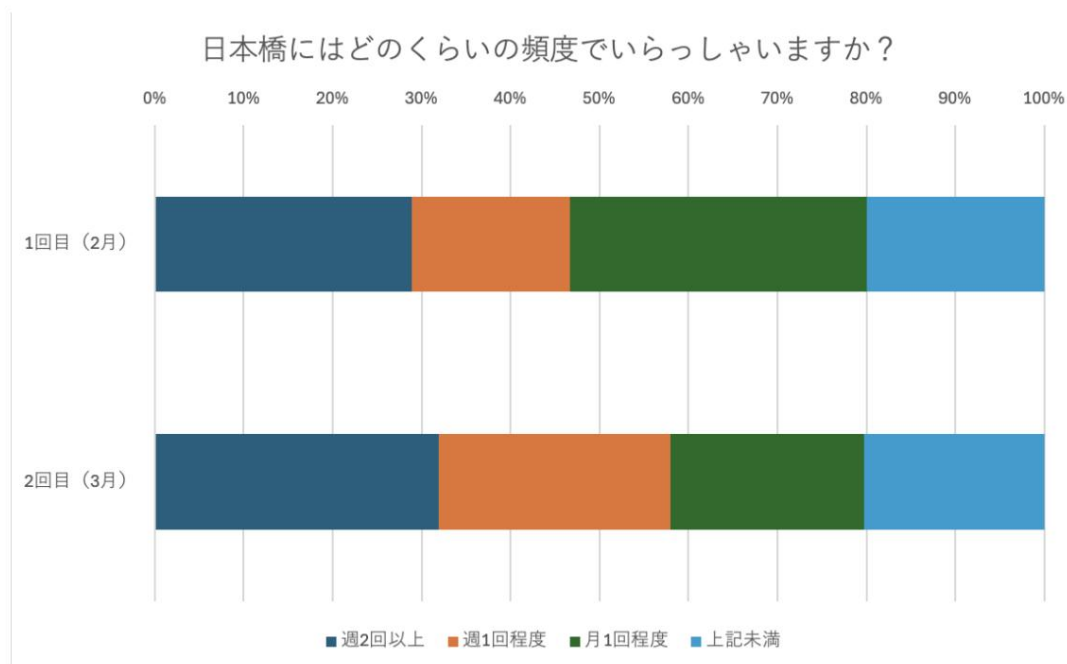
In the previous article, we focused on introducing visitor personas, but this time we also report on the reactions of visitors who actually tried low-carbon meals.

Different customer demographics on weekdays and holidays/Many customers are high-income earners

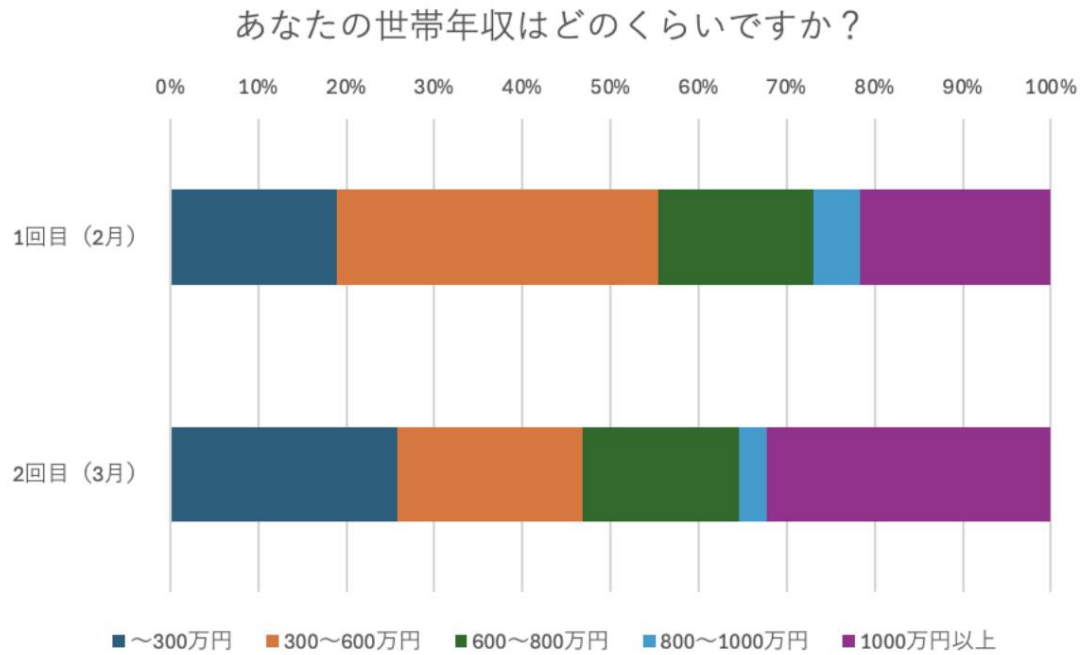
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The difference is that the last time the market was held on both days of the week, but this time it was held on Friday and Saturday. **With that in mind, we will compare the results with those of the previous survey.**

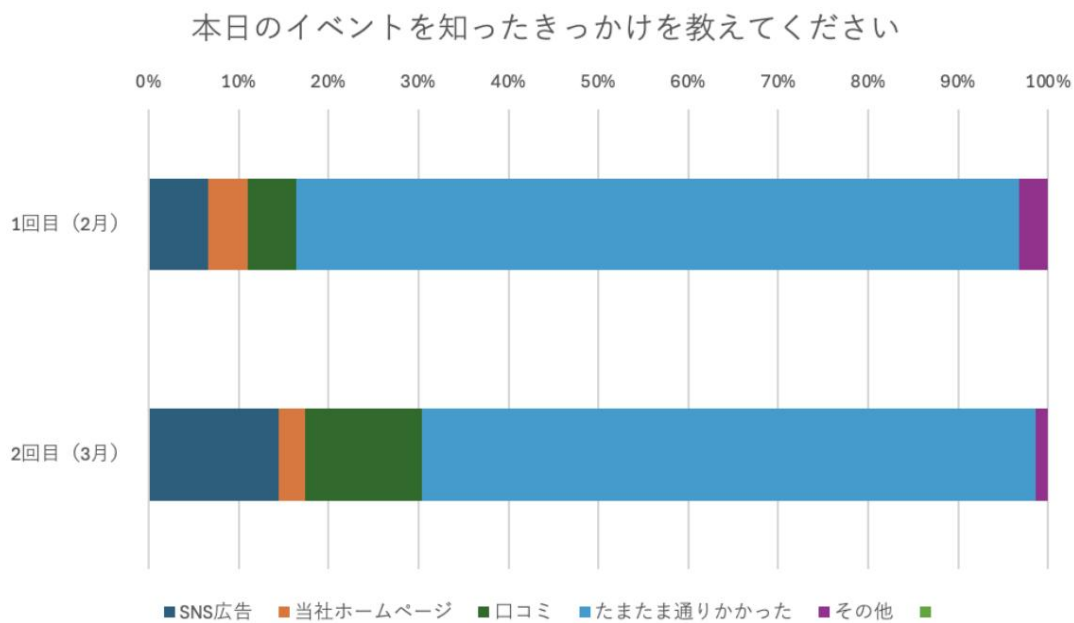
As I wrote in my previous article ([here](#)), over half of the respondents visit Nihonbashi at least once a week, suggesting that the Nihonbashi Muromachi area itself can be a continuous point of contact with people living in the neighborhood.

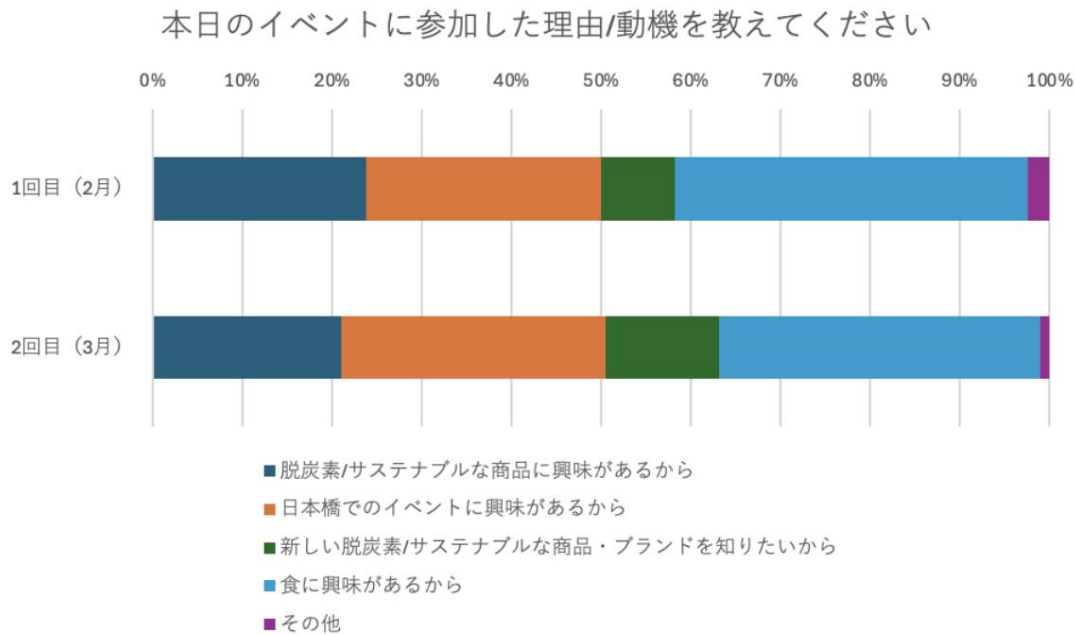


In terms of age group, excluding the influence of some staff members in their 20s who responded, half of the respondents were in their 40s or older (most of whom were women), once again proving to be a point of contact with "housewives who are in charge of food and cooking in the home."



Additionally, more than 30% of respondents said their household had an annual income of 10 million yen or more, indicating that the visitors were people with a certain amount of financial security.





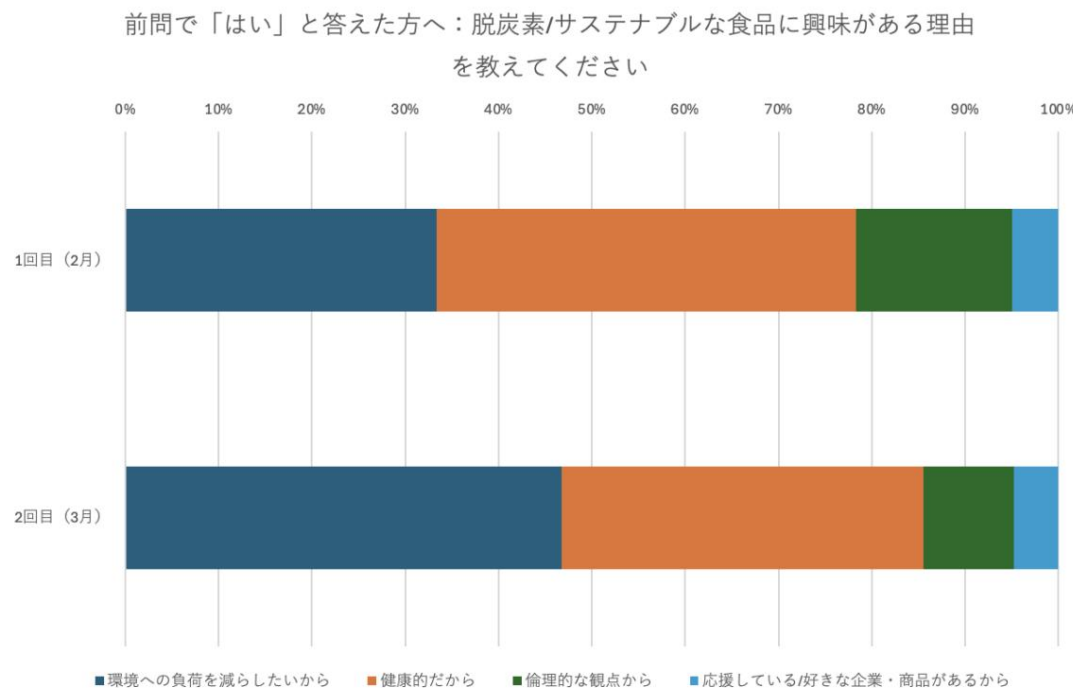
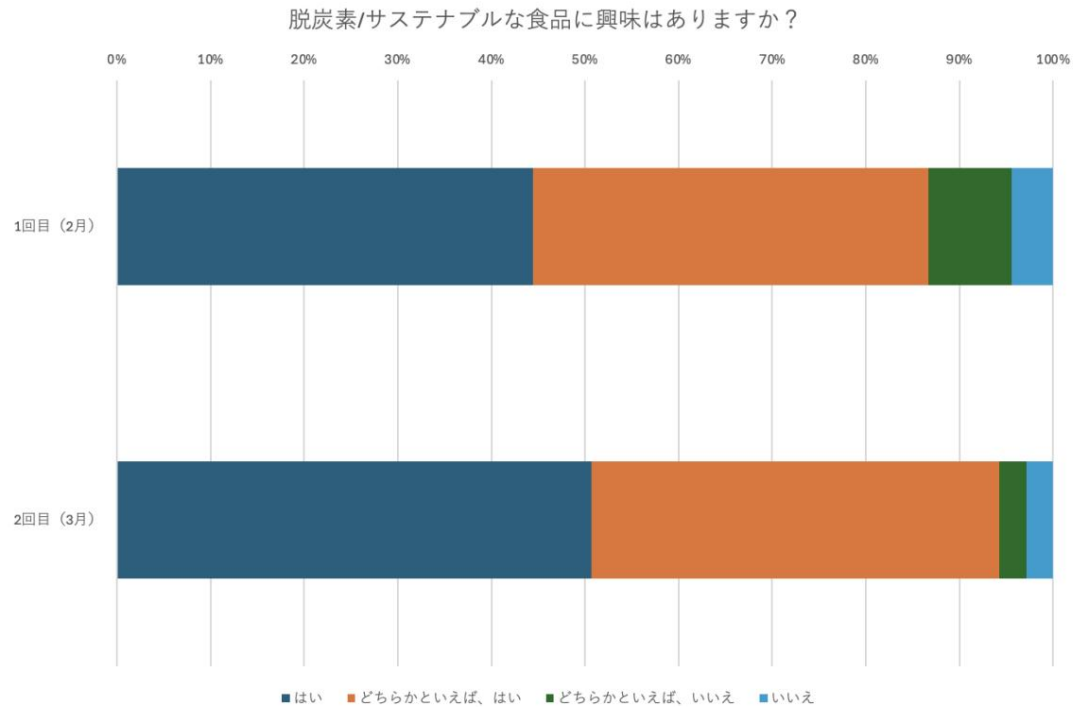
As for why they decided to participate in the event, (as you might imagine) most people said they just happened to be passing by.

By the way, an interesting thing happened when we held the event. When we conducted the survey, we distributed a coupon as an incentive for participants to respond. Someone posted about the coupon on their Instagram story, and some people said, "I came after seeing that post."

The coupons were usable in Nihonbashi, so for visitors who visit Nihonbashi regularly , **the idea of an incentive that could be used along their everyday lifestyle may have seemed very appealing .**

By the way, for future events we are thinking of updating the plan so that in addition to the coupons, we will also offer products from exhibiting companies as raffle prizes.

It is necessary to strike a balance so that the incentives are not too strong and affect the survey responses, but by offering strong incentives along with prizes (products from exhibitors) , exhibitors can not only promote their brands and products, but also communicate in-depth to visitors.



As pointed out in the previous article, interest in a carbon-free diet is not limited to young people; the results show that interest is widespread (in fact, in terms of the TO2 percentage by age, the figures are around 22% for those in their 20s and 50s, followed by around 18% for those in their 30s and 60s).

The reasons for their interest include simply being concerned about the environmental impact, but at the same time, people are also interested in a carbon-free diet for health reasons.

## Animal cream vs. vegetable cream ranking check

We asked people who regularly incorporate plant-based foods about their reasons for doing so (their purpose for doing so).

31. 普段からプラントベースフードを利用されている場合、目的は何ですか?(複数回答可)

[詳細](#)

|                |    |
|----------------|----|
| ● 健康維持         | 17 |
| ● 環境配慮         | 6  |
| ● 身体的要因(アレルギー) | 3  |
| ● 宗教・信条上の理由    | 0  |
| ● 利用していない      | 5  |

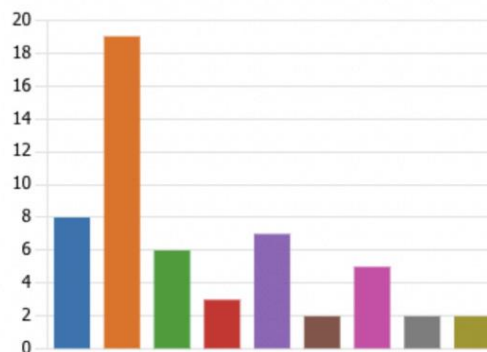


As pointed out in the previous article, the results showed that "maintaining health" was the most common answer (although the sample size was small). The recognition that a plant-based diet is good for health as well as the environment is quietly spreading among consumers, and this may be a turning point for conversions.

32. ご自身が普段から健康食品を利用されている場合、購入するときに重視する点は何ですか?当てはまるものをすべてお答えください(複数回答可)。

[詳細](#)

|                        |    |
|------------------------|----|
| ● 価格の安さ                | 8  |
| ● おいしさ                 | 19 |
| ● 栄養価                  | 6  |
| ● 機能性の担保 (トクホ・機能性表示など) | 3  |
| ● 安全性                  | 7  |
| ● ブランド                 | 2  |
| ● 環境配慮                 | 5  |
| ● 話題性                  | 2  |
| ● 利用していない              | 2  |



Also, (although not carbon-free foods) the top priority when purchasing health foods is "taste."

At this point a question has arisen.

Does the "taste" of carbon-free food (here, plant-based food) meet a standard that would justify its selection by consumers when purchasing it?

Now, we conducted a study to verify this.

The title of the experiment was "Plant-based whipped cream vs. animal-based whipped cream rating check." We gave participants two creams in identical looking containers and asked them to determine which one was plant-based. The containers with a sticker were animal-based, and those without were plant-based.

Result is...

15. 2種類のホイップを試食して頂きましたが、どちらがデリブランツ ホイップ(植物性クリーム)だと思いますか？

[詳細](#)

- シールが付いているもの 11
- シールが付いていないもの 17



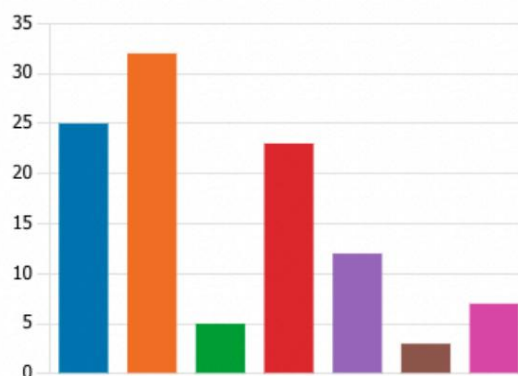
Amazingly, approximately 40% of people who tasted the plant-based cream and the animal-based cream **mistakenly called the plant-based cream "animal cream."**

Many people said that the plant-based cream tasted better, and that it was "refreshing" compared to the animal-based version.

16. ご試食頂いたデリブランツ ホイップ(植物性クリーム)に関して、「プラントベース(植物性)の方が良い」「プラントベースフードが好き」など、好意的な印象を持ちますか？  
その理由は何ですか？(複数回答可)

[詳細](#)

- 味が好きだから 25
- すっきりした感じが好きだから 32
- 乳製品が苦手だから 5
- 体に良いから 23
- 環境に良いから 12
- おしゃれだから 3
- 好意的な印象を持たない 7



Plant-based foods are still somehow often shunned by consumers, but considering the results of this survey, in which plant-based cream was chosen for its taste, it seems that while the "plant-based" aspect tends to be at the forefront, it would also be a good idea to consider **a communication direction that emphasizes a refreshing taste as a selling point.**

## Message from &mog <An opportunity to deliver your brand and products from Nihonbashi>

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In the past, while holding markets in Nihonbashi and talking to food manufacturers, we have heard many times how few opportunities there are to have contact with consumers. We at Earth Hacks have also held "Decabo Marches" with the theme of decarbonization in areas such as Hokkaido, Kanto, Kansai, and Shikoku, and we have realized that the Nihonbashi area is especially loved by local residents. In addition, although it has an image of a high-class town, it is also a place where local residents can drop in during their daily lives. &mog was started from the idea of using the real estate assets that Mitsui Fudosan has built up so far, such as those mentioned above, to innovate in the familiar area of "food". Nihonbashi has many events throughout the year, such as summer festivals, and the town is lively. Such contact with consumers is not inferior to the lab, and has a lot of potential as a place to create seeds of innovation. We at Earth hacks have a Gen Z community of 400 members called "Dekabo Ambassadors," so we will involve them as we work with &mog to develop ways to utilize Nihonbashi as an attractive touchpoint for consumers, and provide solutions that can contribute to innovation for players in the food industry.



&mog **Marche Manager** Shota Masuoka (Earth hacks)