

Rapid response to consumer lifestyle changes

Approach

The Ajinomoto Group pursues balance between nutrition and deliciousness, striving to offer foods that nourish both body and mind. We support a diverse range of lifestyles, creating spare time by providing smart cooking, which lets anyone cook easily and encourages people to enjoy cooking, even if they are busy. With our products, we also encourage consumers to experience the fun and joy of eating together. Further, through products with high health value, e-commerce, and other channels, we will provide personal food products and food product experiences that offer both nutrition and peace of mind. We will continue to respond to changing global lifestyle preferences, delivering more solutions that include the clean label movement (clear ingredient labeling, products that use simple raw ingredients), vegan-friendly foods, and more.

Specific examples

- Fair marketing and advertising
- Product access and affordability
- Response to diversification of values (smart cooking, joy of eating)
- Eating alone, eating personalized meals

Related opportunities and risks (○ Opportunity ● Risk)

- Enhancing corporate reputation by offering the joy of eating together
- New value creation using digital technology
- Loss of growth opportunities due to delayed response to consumer lifestyle changes or diversifying values
- Impact of consumer lifestyle changes on existing businesses (less time for cooking, lack of skills, changes in food distribution)

Key initiatives by the Ajinomoto Group

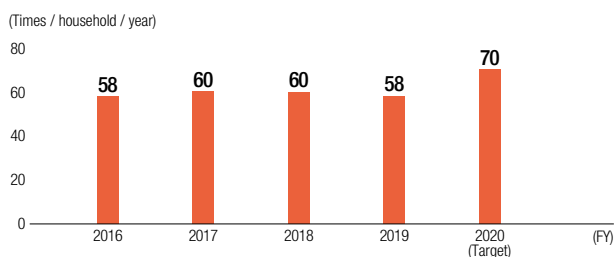
- Creating strong communities and social bonds through food
- Advanced marketing efforts by leveraging big data and consumer data
- Building strategies to deal with smaller markets (due to urbanization, etc.)
- Properly delivering products, services and information to customers
- Expanding products and services to meet the need for convenience, such as smart cooking

Related SDGs



KPIs set in the 17-19 MTP

Contribution to people eating together through the Group's products (Japan and Five Stars)



Spare time created through the Group's products (Japan)

