

## Bottle Can Study Report on Consumer Acceptability in France

We conducted market research in May 2007 to study consumer acceptance toward our Bottle Cans in the French market. The summary is shown below.

By analyzing the findings, we will develop the functions that consumers seek and the products to be accepted by international customers and explore overseas markets. We will also raise awareness and understanding of the Bottle Cans and continue contributing to the affluent lifestyle.

### [Survey Overview]

Purpose:	To study customer awareness and acceptance of Bottle Cans in the French market
Method:	Survey via Internet
Respondents:	Total 1,528: 16-69 years old, males and females, who purchase packaged beverages of 500 ml or less more than once a week. (allocated by age and sex)

### [ Key Findings]

- ◆ Consumers see the Bottle Cans as overcoming the disadvantages of other container, e.g. as providing longer preservability, high gas barrier property, etc.
- ◆ Consumer awareness on usability of the Bottle Cans can be increased and eventually recognized as important benefits for them, e.g. in portability, lightness, resealability, preservability, etc.
- ◆ Consumers see the Bottle Can as most suitable for juices, sparkling water, soups, RTD tea and coffee. From the viewpoint of market size, juice and sparkling water see a great potential in Bottle Can as container. Soups, RTD tea and coffee, which are less frequently consumed and lesser in demand, foresee a market expansion. The Bottle Can with wider spout is suitable for RTD tea, coffee and soups.
- ◆ High functions such as longer preservability can stimulate consumers' purchasing intention positively regardless of prices, if they understand these correctly.
- ◆ Overall, the shape of slim silhouette can is accepted in terms of future direction of design.

## Attribute of respondents

- \* Families of people in their 30's or below primarily
- \* Families in the middle- or higher-income bracket earning 7,500,000yen/year

### <Sex and age>

Note (N)	16-20	21-29	30-39	40-
Whole (1528)	12	30	30	29
Male (752)	13	30	30	27
Female(776)	10	29	31	30

### <Marital status>

Note (N)	Unmarried	Married	Others
Whole (1528)	33	45	22

### <Number of people in household>

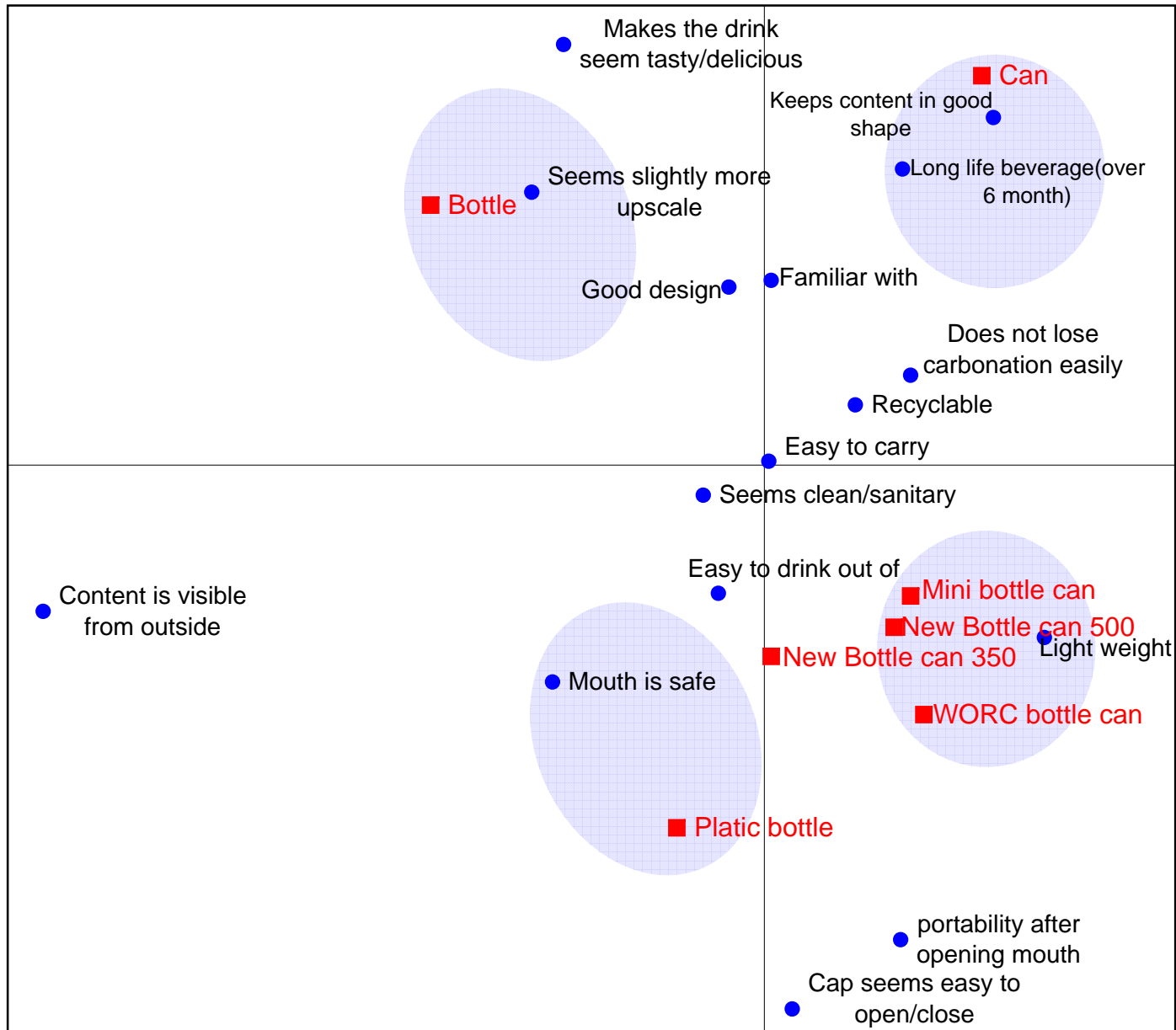
Note (N)	1	2	3	4	5 or more
Whole (1528)	9	27	23	26	14

### <Household income> Median : 46,039 euros (approx. 7,500,000yen)>

Note (N)	15,300~ 22,999 euro	23,000~ 26,999 euro	27,000~ 30,999 euro	31,000~ 37,999 euro	38,000~ 49,999 euro	50,000~ 53,999 euro	54,000~ 60,999 euro	61,000~ 68,999 euro	69,000~ 75,999 euro	76,000 euro or more
Whole (1528)	24	18	12	16	16	4	4	3	1	2

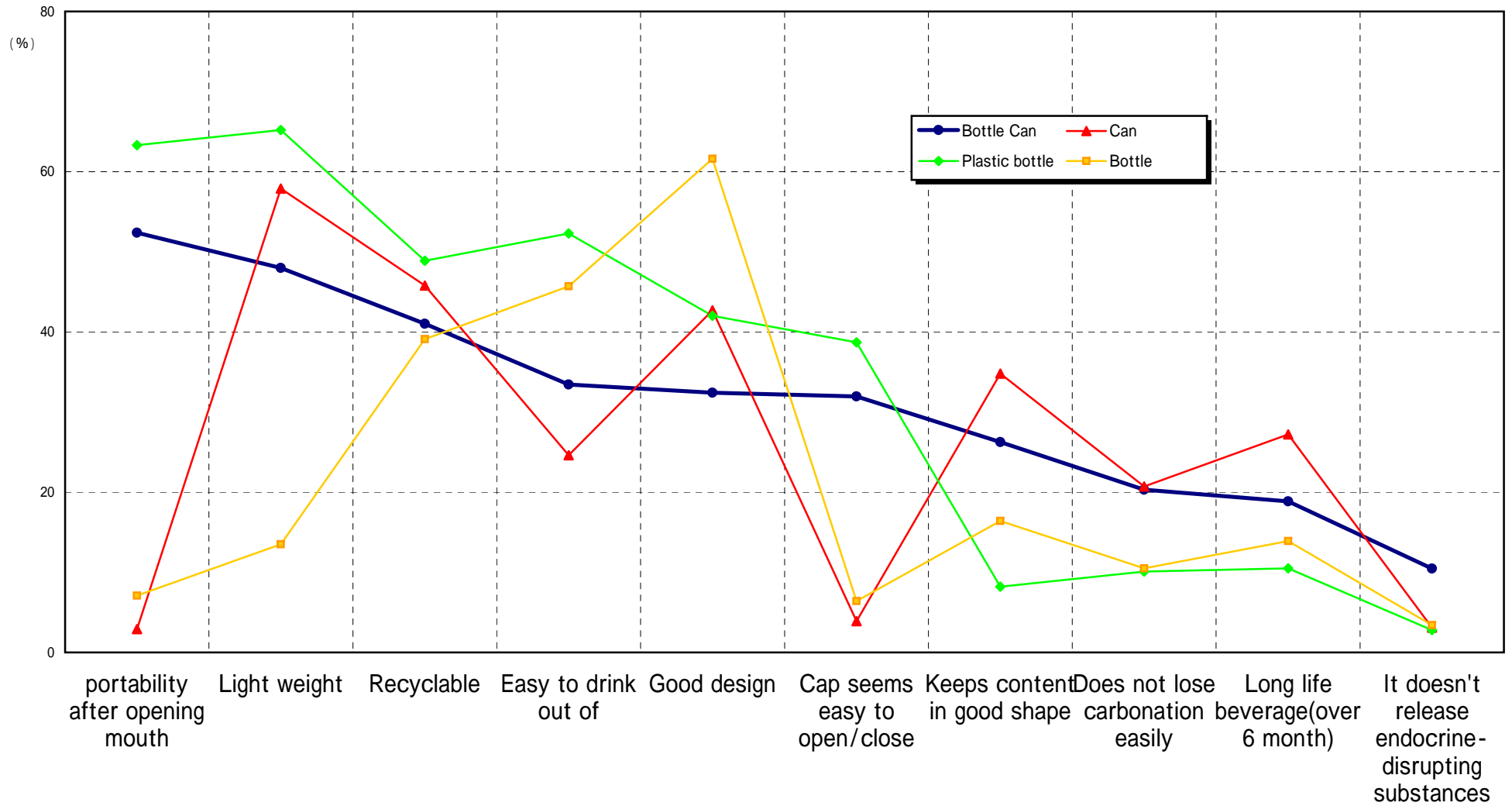
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Fig. 1) Positioning of the container type (Correspondence analysis)



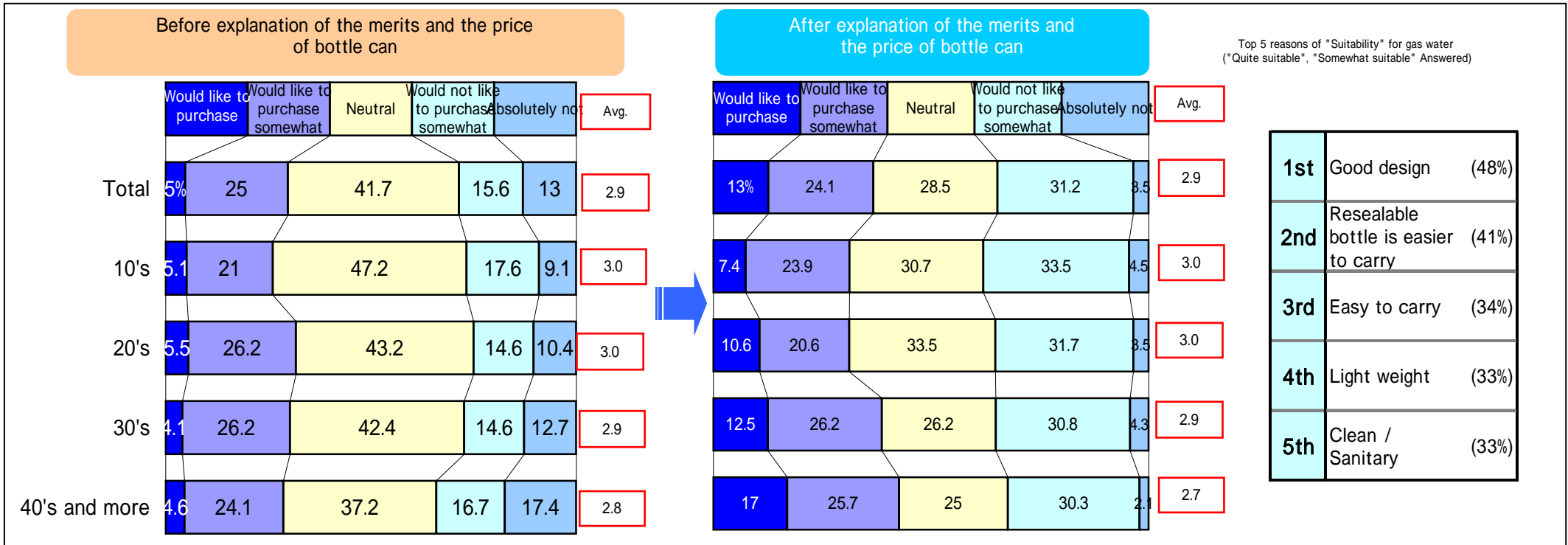
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Fig. 2) Reason for evaluation of the type of container



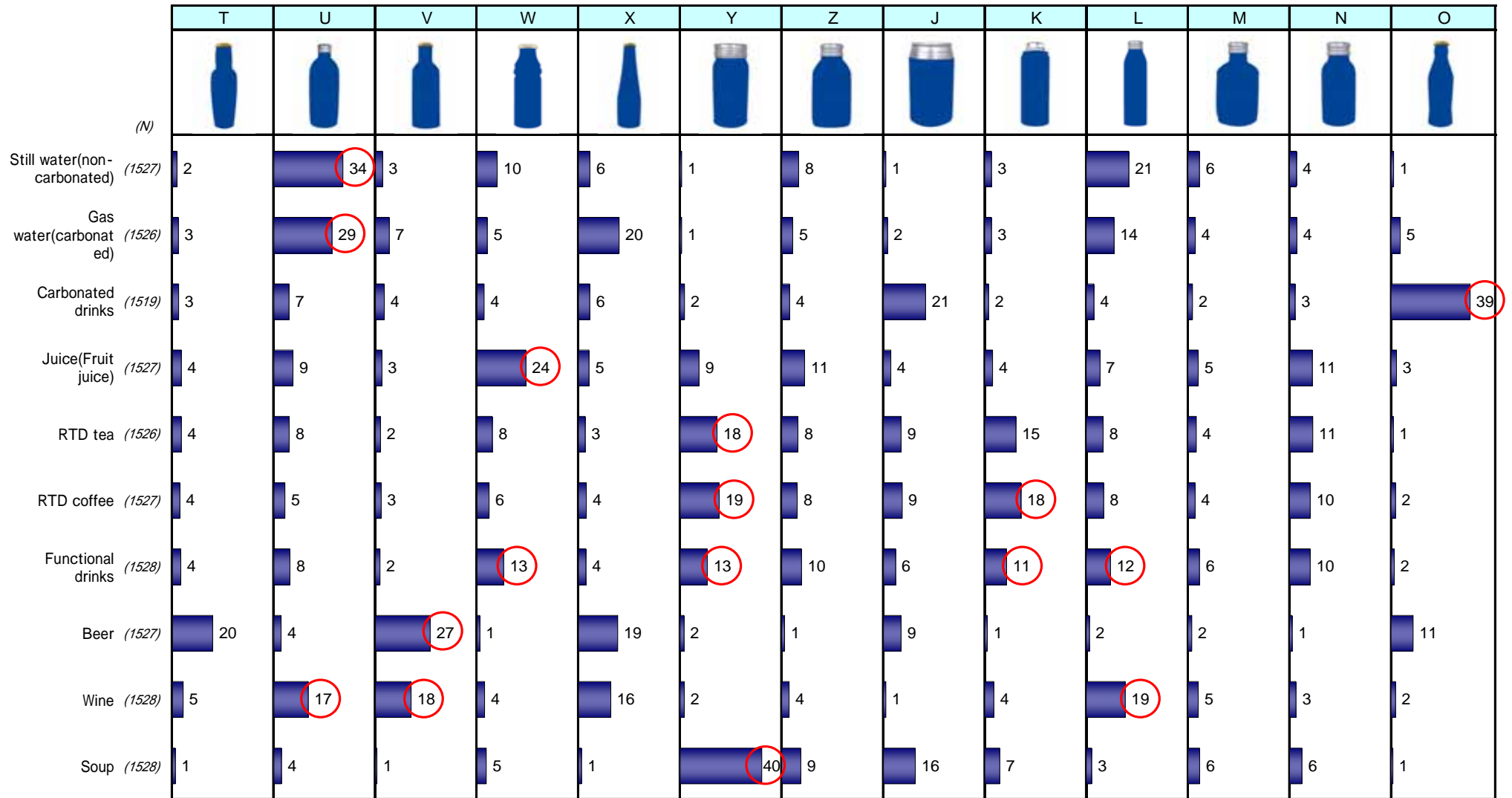
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**Fig. 3) Intention to purchase gas water in bottle can**



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Fig. 4) Most suitable shape by kind of drinks



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