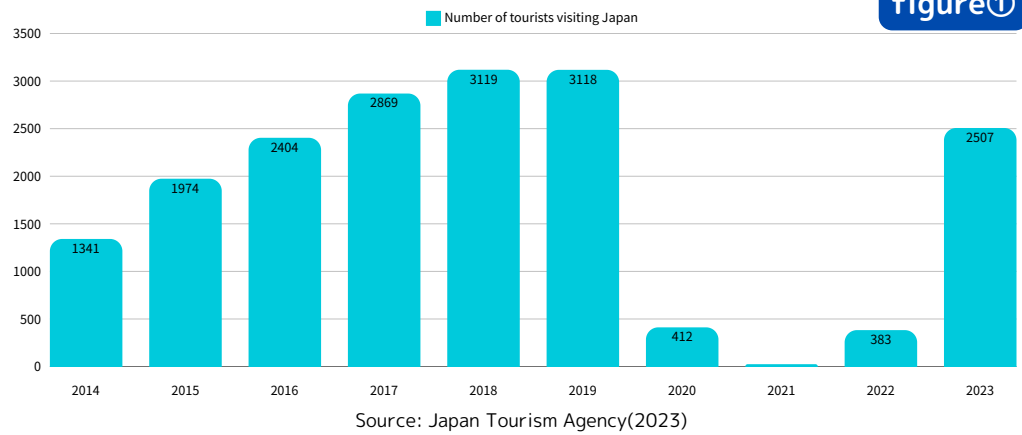


Package Design Leads to Economic Development

SGHN084 Ikueinishi High School

1. Background



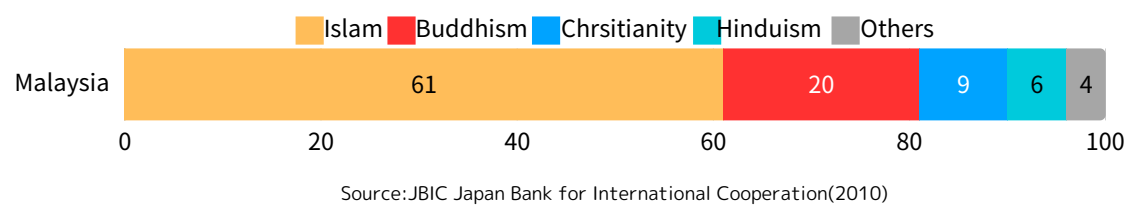
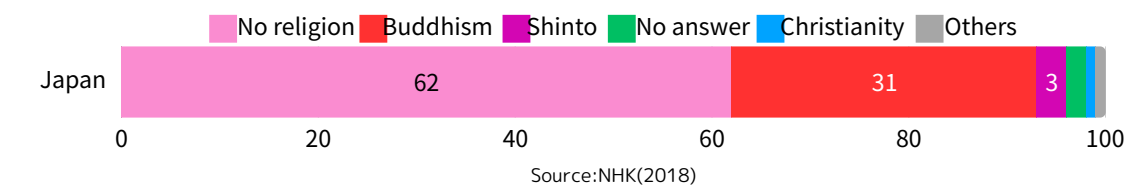
figure①

2. Purposes

① International packaging design reveals that it is closely related to **culture and religion**.

② Examine points for improvement in Japanese package design based on the characteristics of overseas package design.

figure②



- ① The package design of chewing gum products was changed from Japanese to **English**.
- ② **Article of package design**.
- The preferred package design differs from country to country.
- ③ **An increase in the number of tourists visiting Japan**.
- It is expected that tourism will increase in the future from yen depreciation and visa relaxation.

Q. What culture can be learned from the packaging design of each country's confectionery?

3. Contents

- ① We compared and organized **similarities and differences** between Malaysian and Japanese snacks.
- ② We asked a question to two confectionery companies.

Q&A

Q1: Why are there so many consumer labels on Japanese snacks and not on foreign ones?

A1: Japanese people are partly nervous.

Q2: When we saw Japanese snacks in Malaysia, I saw that both Japanese and English languages were used, Why not just English?

A2: Because of the high level of trust in Japan, we dare to export the design as it is.

Q3: Do you have any special ideas for selling your products overseas?

A3: The design is slightly changed according to each country. For example, the Halal mark.

4. Results

figure③

item/snacks	Dried noodle snacks		Candy		Chocolate①		Chocolate②	
	Malaysian	Japanese	Malaysian	Japan	Malaysian	Japanese	Malaysian	Japanese
Halal mark	○	×	○	×	○	×	○	×
Excessively large images	×	×	○	×	×	×	×	×
Attention	×	○	×	×	×	○	×	○
Health notation	×	○	×	×	×	×	×	×
Related to SDGs	○	○	○	○	×	○	×	○
Collaboration with characters	○	×	×	×	×	×	×	×
Number of languages	2(English, Malayan)	1(Only Japanese)	5(English, Thai, Vietnamese, Malayan, Chinese)	2(Japan, English)	3(English, Malayan, Chinese)	2(Japanese, English)	3(English, Malayan, Chinese)	2(Japanese, English)
Number of information	<ul style="list-style-type: none"> How to eat Detailed Ingredients Catchphrase Contact information 	<ul style="list-style-type: none"> Component Cooking example Allergy Information Campaign Information Packaging Materials Contact information Biomass description Recycle Mark Contact information 	<ul style="list-style-type: none"> Ingredient Information Nutrition Facts Catchphrase 	<ul style="list-style-type: none"> Ingredient Information Nutrition Facts Cutting Guide Allergy Information Catchphrase contact information 	<ul style="list-style-type: none"> Nutrition Information Raw material information How to keep 	<ul style="list-style-type: none"> Raw material Information Nutrition Information Catch phrase Recipe Opening Guide Allergy Information Address How to keep recycle mark QR code 	<ul style="list-style-type: none"> Raw materials information Nutrition Information Allergy Information Catch phrase 	<ul style="list-style-type: none"> Catchphrase Component Nutrition Information Allergy Information Opening Guide Address
Information of environment	×	○(biomass mark)	×	○(recycle package)	×	○(MSC・FSC mark)	×	○(FSC mark)

- Factors to determine safety
- Japan: **A lot of information**
- Malaysia: **Have the Halal mark**

Q. What is Halal mark?

A. mark indicating that the product does not contain pork or alcohol, which are prohibited in Islam.

It is also a mark that indicates that the product is of good quality and manufacturing environment.



5. Conclusion

[About Malaysian Snacks]

- For local people, simply displaying the Halal mark is enough to make them feel that they can select the product safely/securely.
- Many sweets have the Halal mark because the Halal mark makes them sell better.

[About Japanese Snacks]

- The consumer labels on packages have to do with the Japanese temperament.
- Daring to export the design as it is because of Japan's high level of trust.
- Exporting more matcha/strawberry flavors to promote Japanese culture.



Putting the Halal mark on Japanese snacks will make it easier for tourists to select them.

6. Outlook

- Economic development of Japanese companies.
- Helping **Muslims** immigrating to Japan.
- Helping **tourists** who come to Japan.
- To make it **easier to come to Japan**.
- Promote values that **respect the individual**.
- Reduce discrimination related to religion.

[New question]

- They are exporting more **matcha/strawberry** flavors to promote Japanese culture.
- Q. What kind of efforts are needed to promote flavors that are closely connected to each region in addition to promoting flavors that are well-known in each country to the world?
- Japanese products have a lot of consumer labels and are influenced by the Japanese temperament.
- Q. Will it be accepted overseas that Japanese package design includes this amount of detailed information?