

# Scallop Consumption Survey – Summary

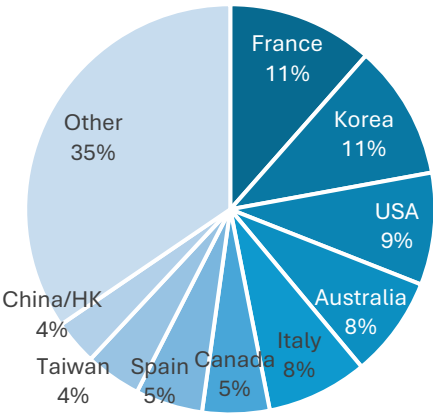
## Survey Overview:

- Dates : Aug 2–3, 2025
- Location: Namba Square, Osaka
- Respondents: 113 international visitors (34 countries)
- Objective: Understand awareness, interest, and preferred ways of eating Japanese scallops to support export expansion.



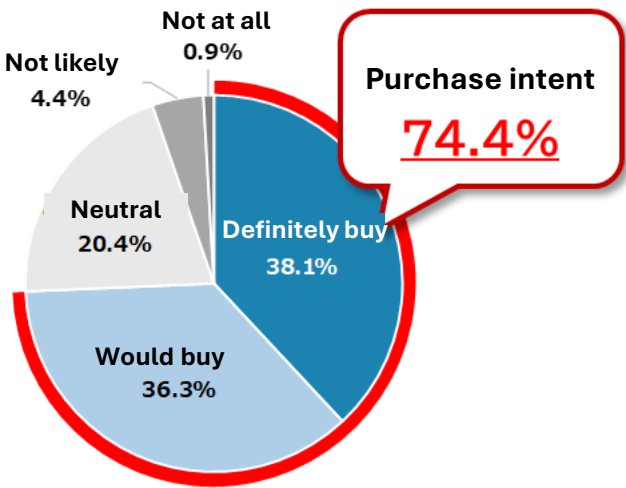
## Respondent Nationalities

Major countries included: France, South Korea, USA, Australia, Italy, Canada, Spain, Taiwan, China/Hong Kong



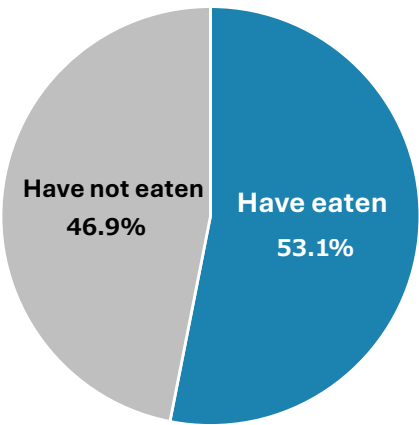
## [3] Purchase Intent of Japanese Scallops

Despite lower awareness, 74.4% expressed interest in purchasing Japanese scallops

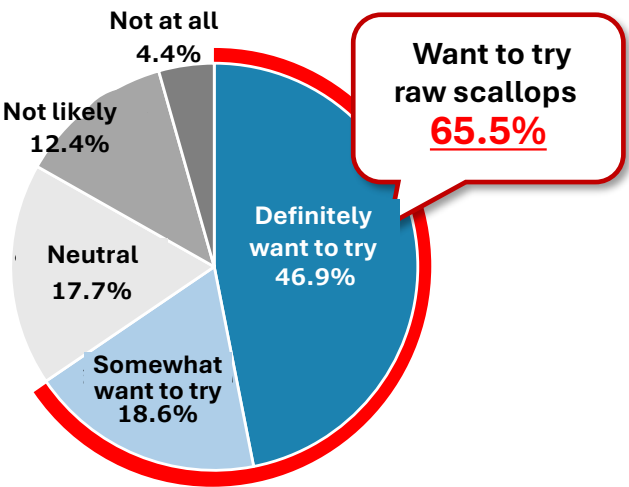


## [1] Scallop Consumption Experience

About half of respondents had never eaten scallops before

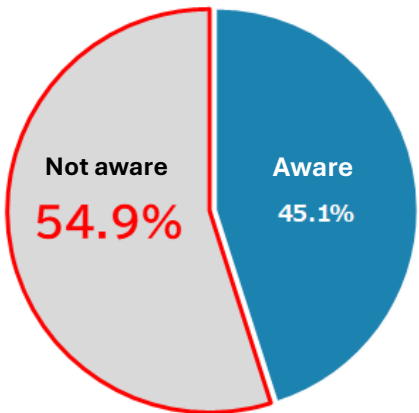


## [4] Interest in Raw Consumption



## [2] Awareness of Japanese Scallops

Awareness was 45.1%, less than half.



## [5] Preferred cooking style of scallops

Top three choices (all above 50%) include “Barbecue”, “Fried / Scallop burger”, and “Sushi / Sashimi.”

1位	Barbecue (Butter-grilled)	55.8%
2位	Fried / Scallop burger	54.9%
3位	Sushi/Sashimi	54.0%

