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## Consumer Insights Specialist - FMCG

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#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1522604

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Okinawa Prefecture

**Salary**

4 million yen ~ 7 million yen

**Refreshed**

February 19th, 2025 16:13

#### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

Plan and execute market research to uncover consumer insights, supporting product and brand strategies. Collaborate with teams to shape business decisions through data analysis and trend identification.

#### Client Details

A well-established company in the consumer industry, committed to innovation and delivering top-quality products. The company values data-driven decision-making and fosters a collaborative work environment.

#### Description

- Conduct quantitative and qualitative market research on consumer behavior and trends.
- Analyze market data to identify insights and support brand strategies.
- Work closely with brand managers on product development and promotions.
- Prepare and present reports based on research findings.
- Manage relationships with external research agencies.

#### Job Offer

- Opportunity to influence brand and product strategies.
- Work in a collaborative and innovative team.
- Competitive salary and benefits package.
- Office location in Okinawa.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

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### Required Skills

- Passion for consumer insights and brand growth.
  - Strong analytical skills to interpret market trends and data.
  - Proactive problem-solver who thrives in a fast-changing environment.
  - Team player with excellent communication skills.
  - Experience in marketing research, consumer behavior analysis, or related fields.
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### Company Description

A well-established company in the consumer industry, committed to innovation and delivering top-quality products. The company values data-driven decision-making and fosters a collaborative work environment.