CONSUMERS & BRANDS

Shopping behavior in Japan

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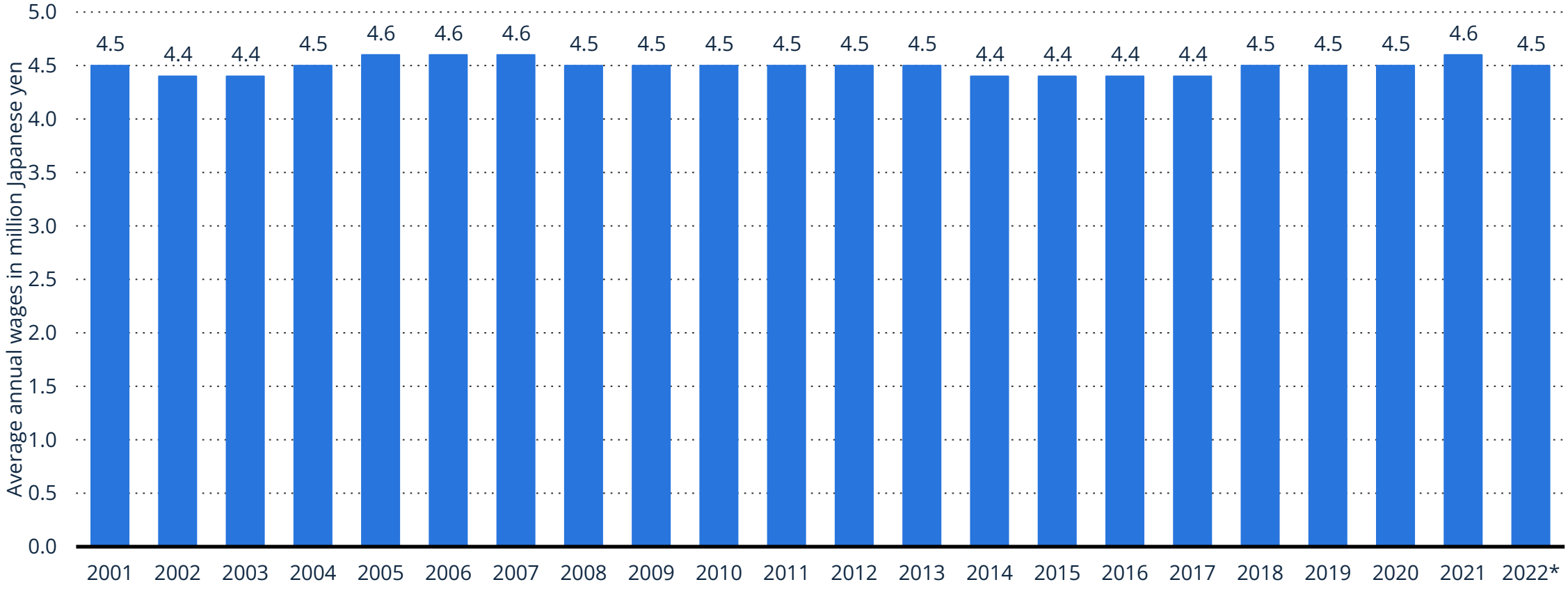
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CHAPTER 01

Overview

Average annual real wages in Japan from 2001 to 2022 (in million Japanese yen)

Average annual real wages Japan 2001-2022

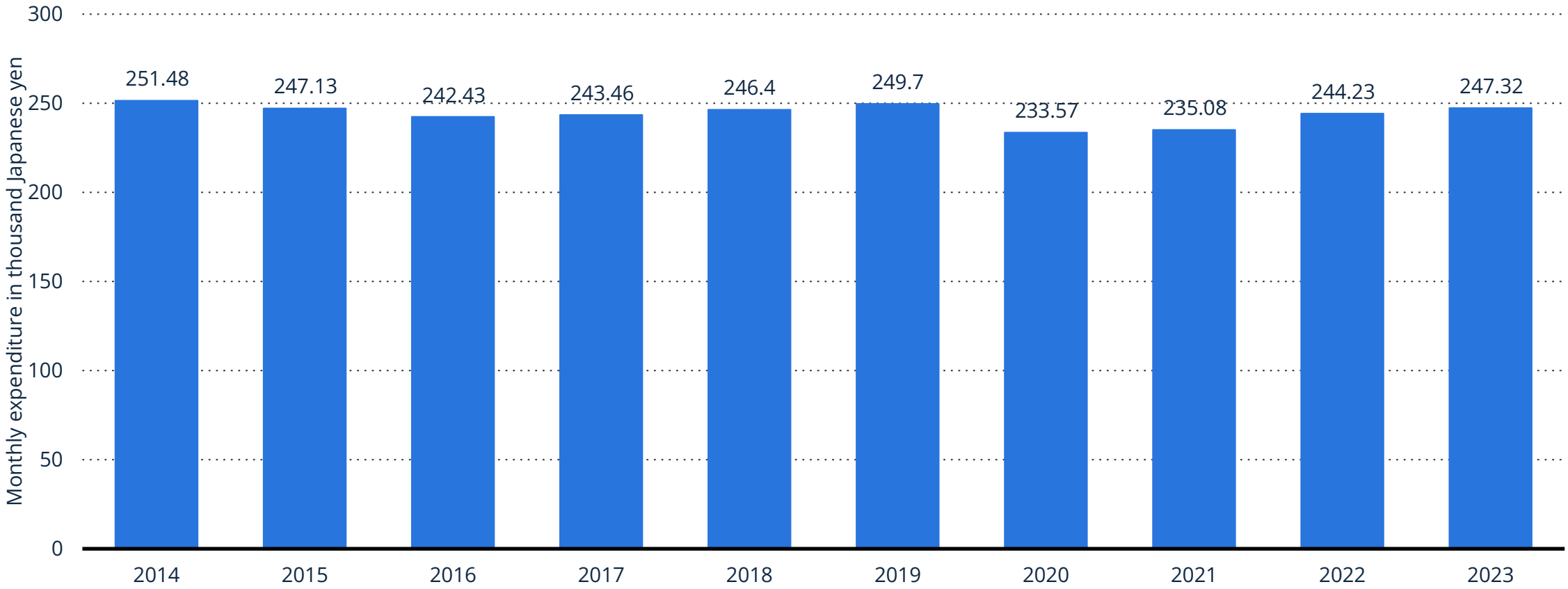


Description: In 2022, the average annual real wage for full-time workers in Japan amounted to approximately 4.4 million Japanese yen. This constituted a decrease from an average annual real wage of around 4.5 million yen recorded in 2018. Read more
Note(s): Japan; 2001 to 2022; *Preliminary figures. Figures are in 2022 constant prices. Data refers to average annual wages per full-time and full-year equivalent employee in the total economy. 100 Japanese yen equal 0.71 U.S. dollars or 0.64 [...] Read more
Source(s): OECD

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Average monthly consumption expenditures per household in Japan from 2014 to 2023 (in 1,000 Japanese yen)

Monthly consumption spending per household Japan 2014-2023

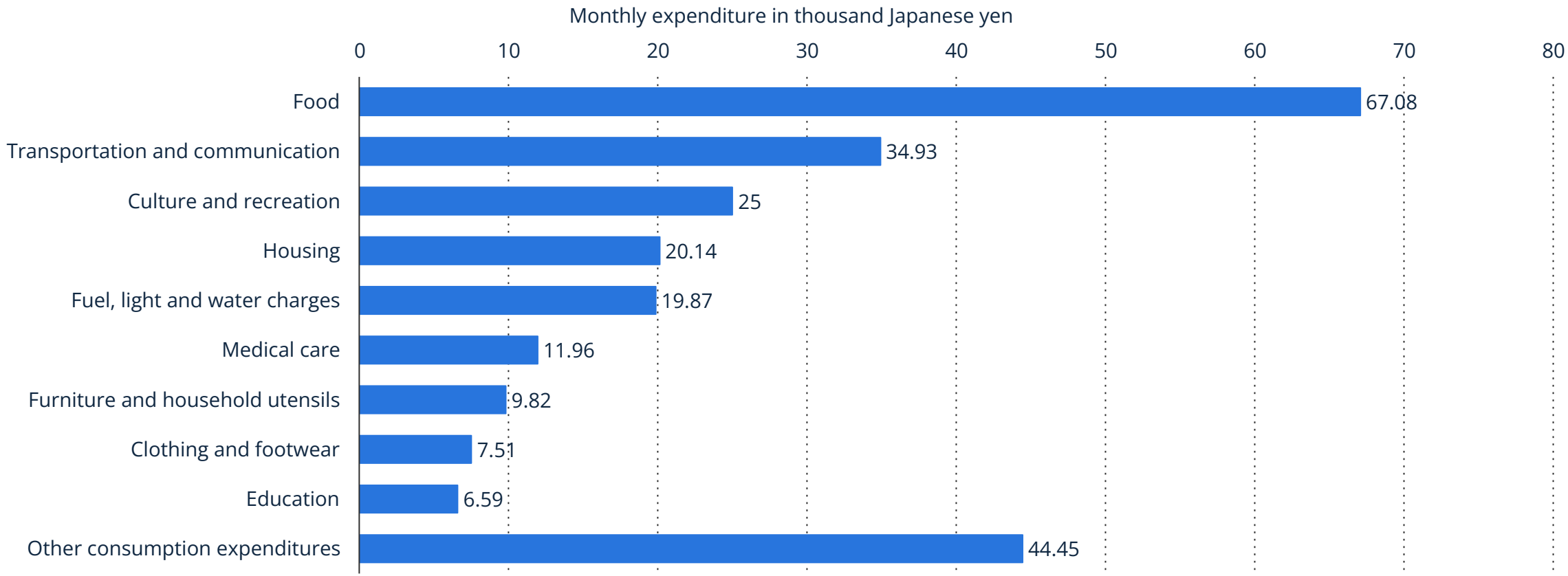


Description: In 2023, the consumption spending of Japanese households, including workers' and non-workers' households, amounted to about 247.3 thousand Japanese yen per month. Food made up the largest expense category among households. Despite a slight increase in recent years, the annual average of monthly consumption expenditures of households was lower than in 2014. Read more
Note(s): Japan; 2014 to 2023; 7,999 households; total households including workers' and other/no occupation households
Source(s): Ministry of Internal Affairs and Communications (Japan); Statistics Bureau of Japan

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Average monthly consumption expenditures per household in Japan in 2023, by category (in 1,000 Japanese yen)

Monthly consumption spending per household Japan 2023, by category

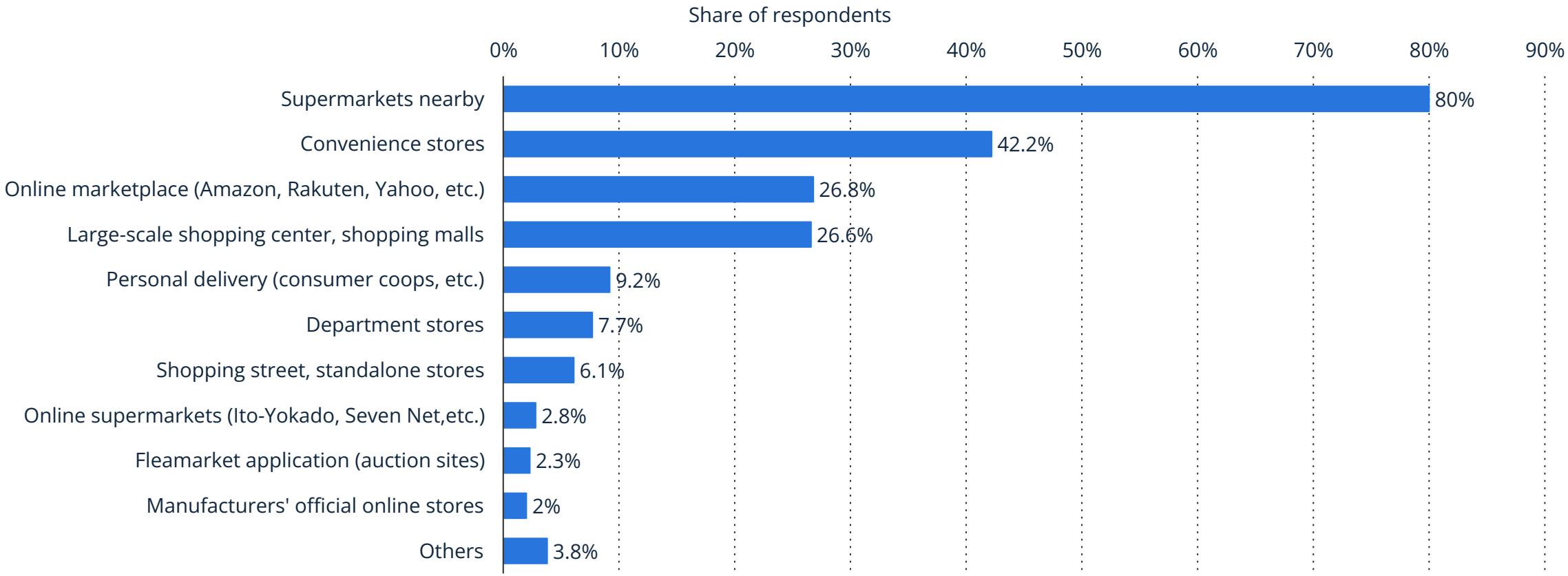


Description: In 2023, Japanese households spent an average of around 247.3 thousand Japanese yen per month on goods and services. The largest expense item was food, with roughly 67.1 thousand yen in consumption expenditures per month. Read more
Note(s): Japan; 2023; consolidated figures of one-person and two-or-more-person households
Source(s): Ministry of Internal Affairs and Communications (Japan); Statistics Bureau of Japan

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Most popular channels to purchase consumer goods in Japan as of December 2023

Most popular shopping channels in Japan 2023

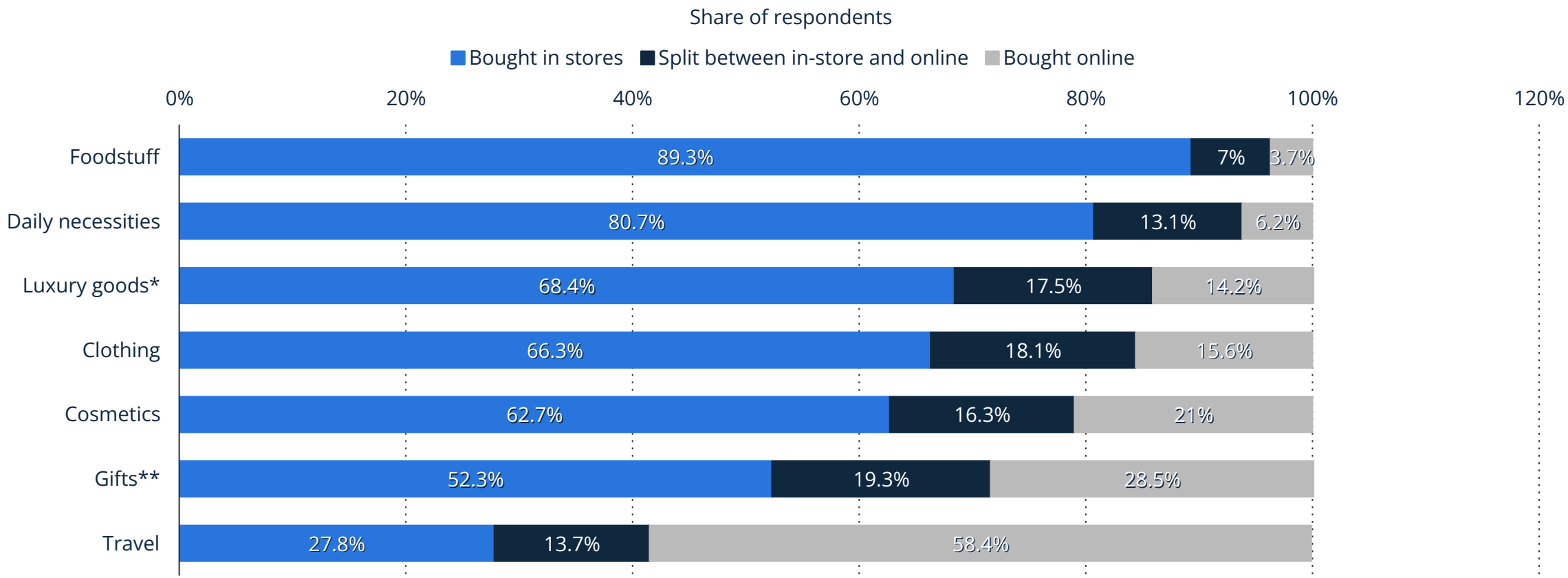


Description: Brick-and-mortar stores were the most popular shopping channels for consumer goods in Japan as revealed in a survey conducted in December 2023. Supermarkets led the ranking, with 80 percent of respondents stating that they frequent stores nearby to buy necessities. Convenience stores followed in second place, regularly visited by 42.2 percent of respondents. Read more
Note(s): Japan; December 21 to 24, 2023; 5,000 respondents; 15 years and older; multiple answers were allowed
Source(s): CAA

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Preferred purchase channels for consumer goods in Japan as of April 2023, by product category

Preferred store types for consumers goods in Japan 2023, by category



Description: Japanese consumers mostly prefer in-store shopping channels over online purchases when buying consumer goods as revealed in an April 2023 survey. Foodstuff was the category, which was mainly bought in physical stores, whereas only 3.7 percent of respondents stated to buy edibles mainly online and another seven percent making use of both - online and offline shopping. Read more
Note(s): Japan; April 2023; 5,000***; 20-79 years; *Luxury goods include luxury brands, jewelries, and watches. **Gifts include mid-year and year-end gifts. ***The survey was conducted among 5,000 respondents. This question was directed at the [...] Read more
Source(s): Deloitte

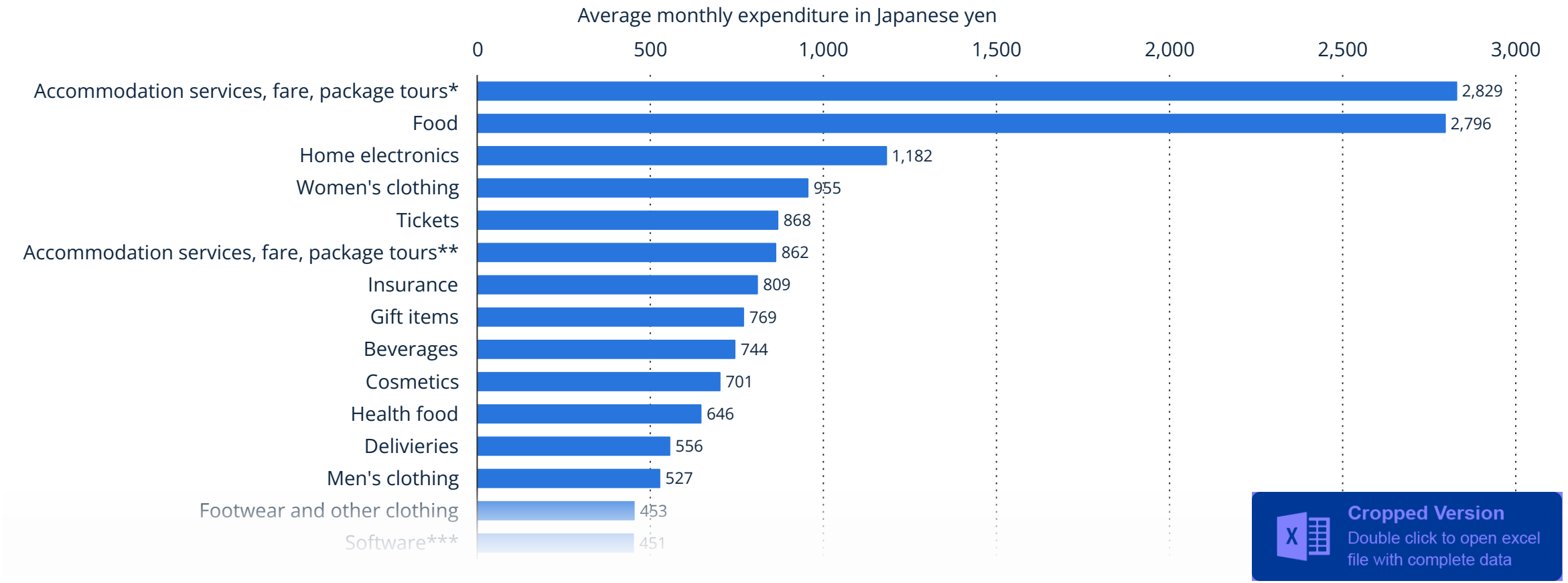
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CHAPTER 02

Expenditure

Average monthly expenditure on goods and services ordered over the internet per household in Japan in 2023, by product (in Japanese yen)

Average monthly household expenditure on online purchases in Japan 2023, by product



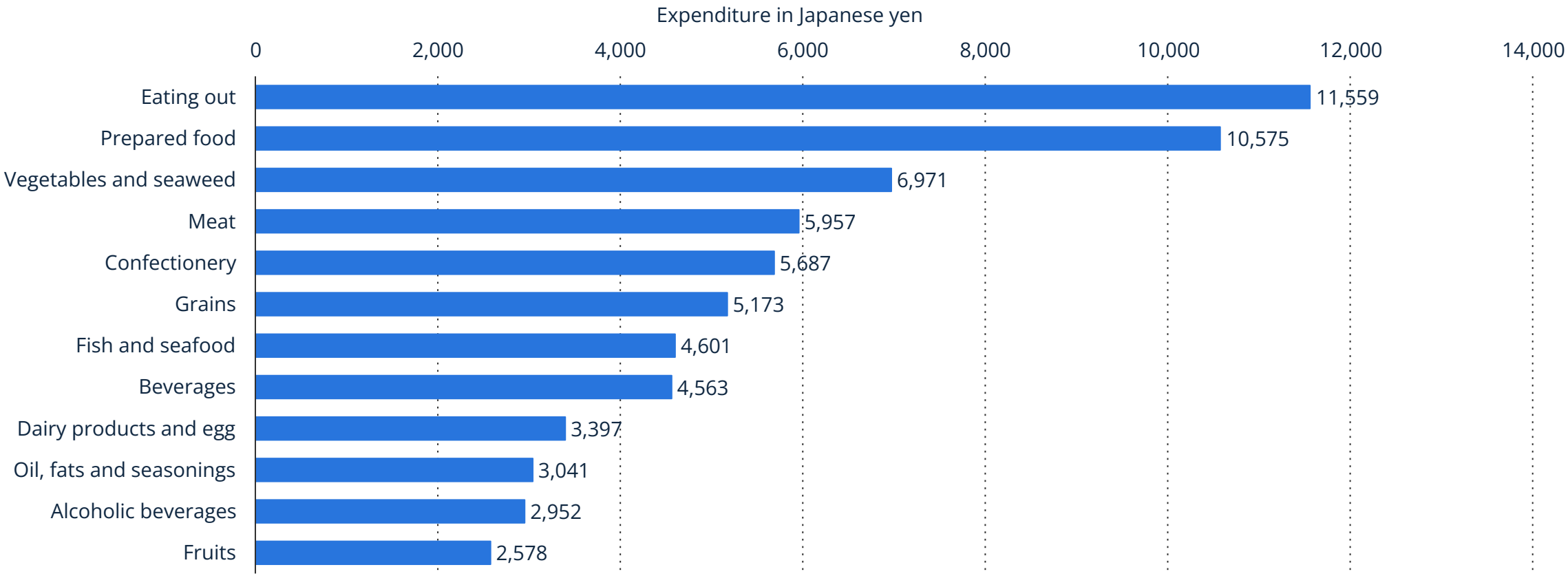
Cropped Version
Double click to open excel file with complete data

Description: In 2023, the average monthly household expenditure on travel-related services reached over 2.8 thousand Japanese yen, accounting for the largest item among goods and services ordered over the internet. In total, monthly household online spending that year reached around 20 thousand Japanese yen. Read more
Note(s): Japan; 2023; 21,512 households nationwide; average annual figures based on monthly surveys; *Payment on the internet. **Payment on-site. ***Including music, video, personal computer and TV game software. ****Music, video, [...] Read more
Source(s): Statistics Bureau of Japan

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Average monthly household expenditure on food in Japan in 2023, by category (in Japanese yen)

Monthly average household food expenses in Japan 2023, by type



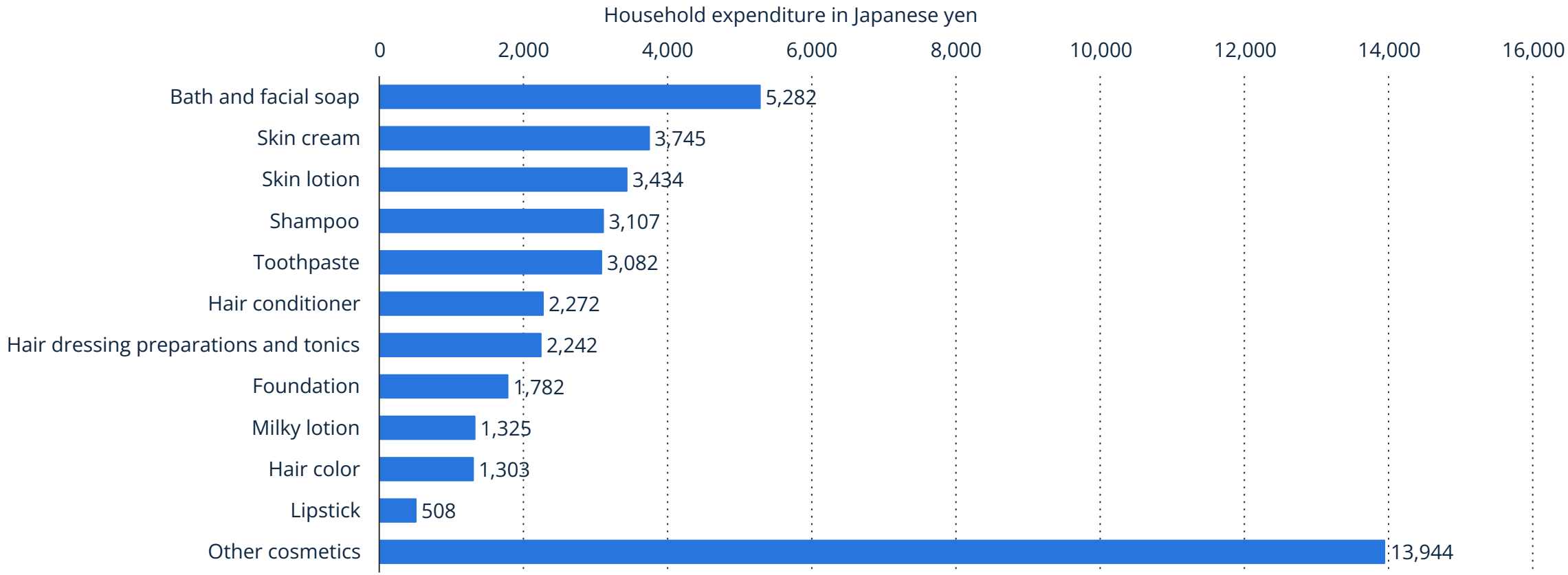
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Description: In 2023, households in Japan spent on average over 11 thousand Japanese yen per month on eating out, which represented the category with the highest food expenditures. That year, the total average monthly expenditures of Japanese households on foodstuff exceeded 67 thousand yen. Read more
Note(s): Japan; 2023; 7,909 households; total households including worker's and other/no-occupation households
Source(s): Ministry of Internal Affairs and Communications (Japan); Statistics Bureau of Japan

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Average annual household expenditure on soap and cosmetics products in Japan in 2022, by type (in Japanese yen)

Toiletries household expenditure in Japan 2022, by type

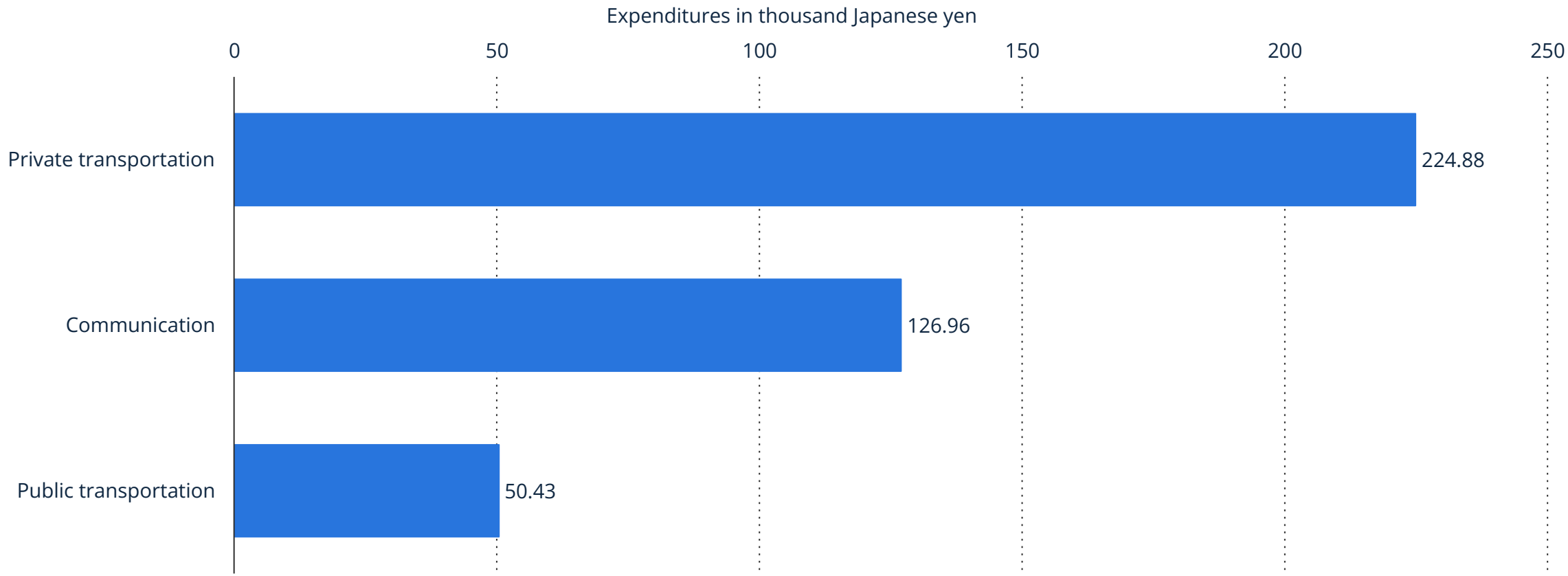


Description: In 2022, Japanese households spent over 42 thousand Japanese yen on average on soap and cosmetics, out of which bath and facial soap accounted for the largest share. Household expenditure on skin creams reached over 3.7 thousand yen, representing the leading moisturizer-type product. Read more
Note(s): Japan; 2022
Source(s): e-Stat (Japan); Ministry of Internal Affairs and Communications (Japan)

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Annual average expenditure on transportation and communication per household in Japan in 2022, by expense item (in 1,000 Japanese yen)

Annual expenses for transport and communication per household Japan 2022, by item



Description: In 2022, households in Japan spent around 224.9 thousand Japanese yen on private transportation. Among these three expense items, spending on private transportation was highest, followed by communication-related expenses. Read more
Note(s): 2022
Source(s): e-Stat (Japan); Ministry of Internal Affairs and Communications (Japan)

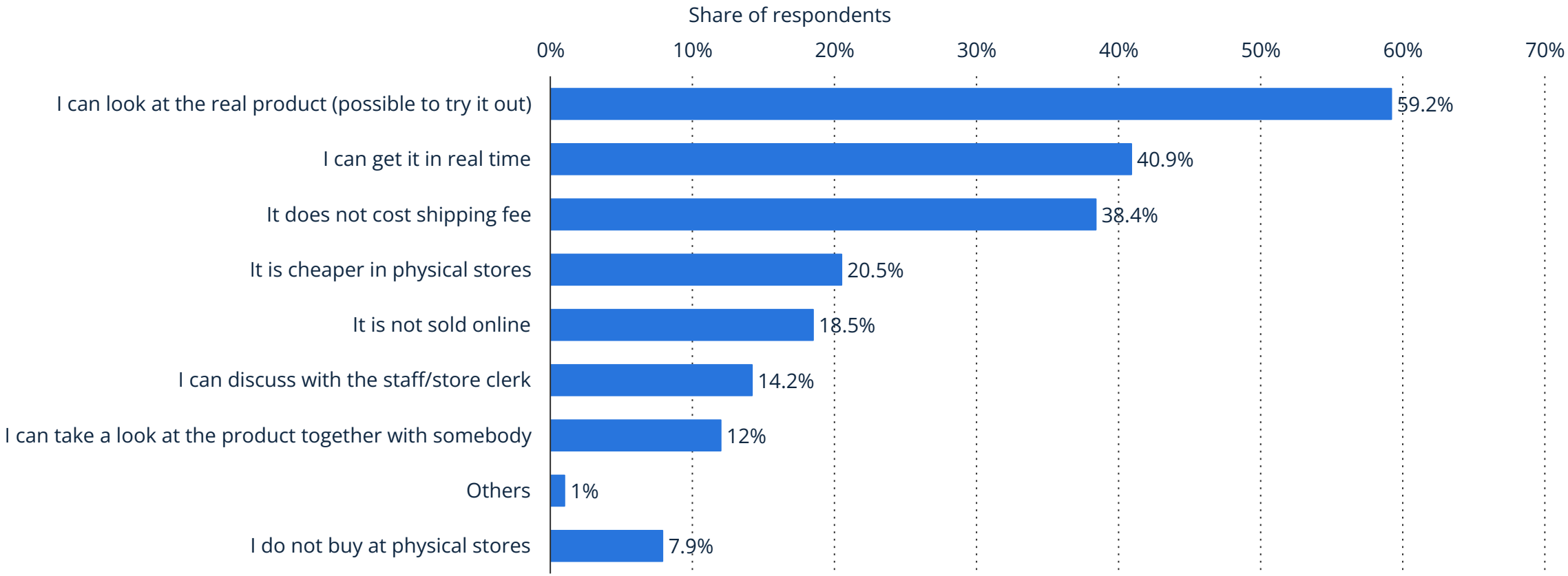
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CHAPTER 03

Offline and online

Leading reasons to prefer shopping at physical stores in Japan as of February 2023

Major reasons to shop at physical stores in Japan 2023

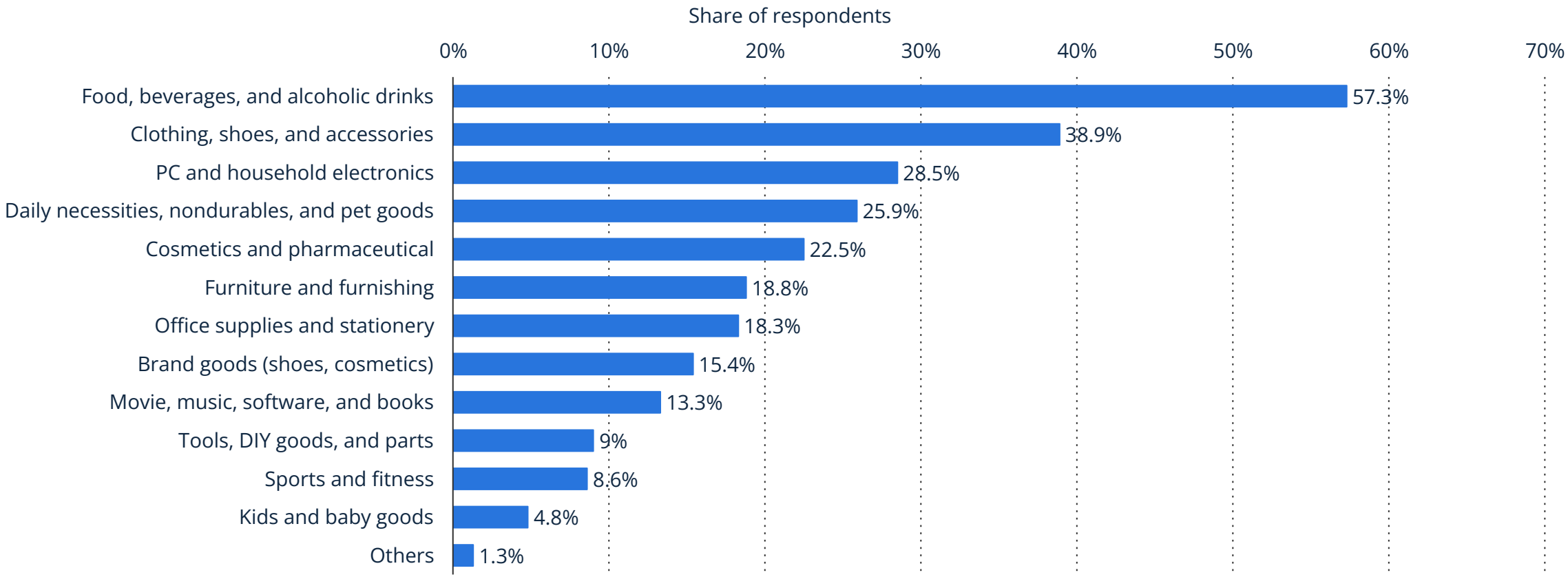


Description: The possibility of looking at the actual product was the leading reason why consumers in Japan preferred physical stores over e-commerce websites. As revealed in a survey conducted in February 2023, over 59 percent of respondents stated that they purchased at brick-and-mortar stores because they can look at and try out a product before purchase. Owning the product in real time right after checking out was another reason for favoring physical retail. Read more
Note(s): Japan; February 3 to 4, 2023; 1,035 respondents; 15-69 years; respondents who have used e-commerce sites within the last month
Source(s): goo Search Solution; NTT DoCoMo

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Most popular product types consumer prefer to buy in physical stores in Japan as of February 2023

Leading store-only shopping items in Japan 2023

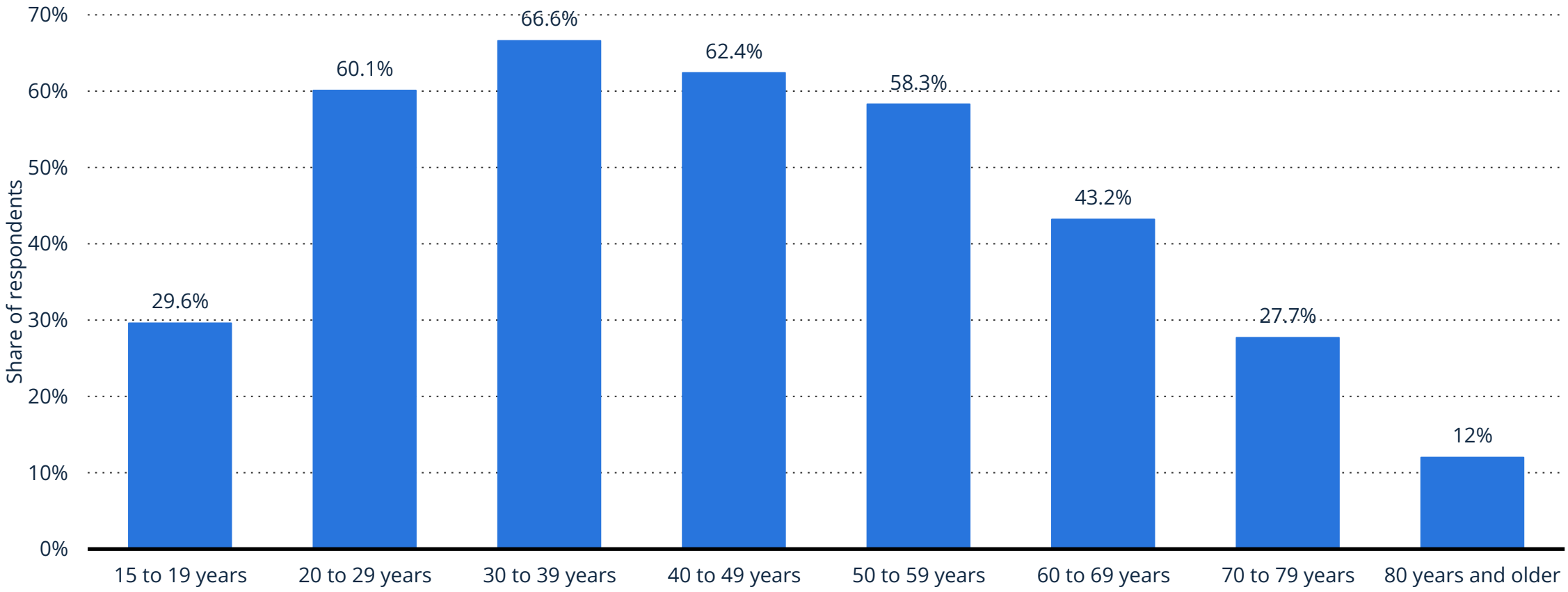


Description: The most common product types consumers preferred to buy in brick-and-mortar stores in Japan were food, beverages, and alcoholic beverages as revealed in a survey conducted in February 2023. While over 57 percent of respondents preferred physical retailers for food purchases, only 4.8 percent would visit in-store retailers over online shops for kids and baby goods. Read more
Note(s): Japan; February 3 to 4, 2023; 953 respondents; 15-69 years; multiple answers allowed; respondents who have used e-commerce sites within the last month
Source(s): goo Search Solution; NTT DoCoMo

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Share of online retail shopping users in Japan in 2022, by age group

Share of online retail shopping users in Japan 2022, by age

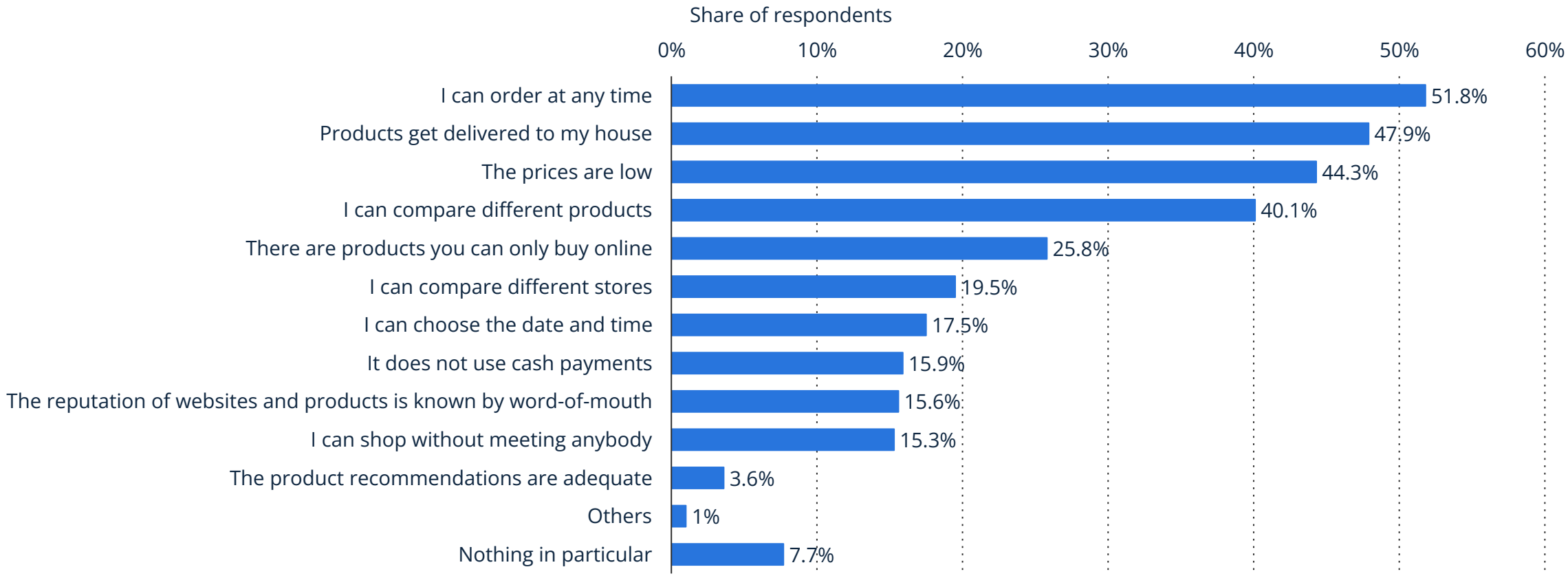


Description: As revealed in a survey conducted in Japan in 2022, the majority of young adults and middle-aged consumers purchased goods and services over the internet. While over 66 percent of respondents aged 30 to 39 years stated to have made online purchases within the last year, only 12 percent of elderly respondents aged 80 years and older were e-commerce users. Read more
Note(s): Japan; 2022; 15,478 respondents; 15 years and older; online survey and postal questionnaire; excluding digital content
Source(s): e-Stat (Japan); Ministry of Internal Affairs and Communications (Japan)

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Leading reasons for shopping online in Japan as of February 2023

Main reasons for buying online in Japan 2023

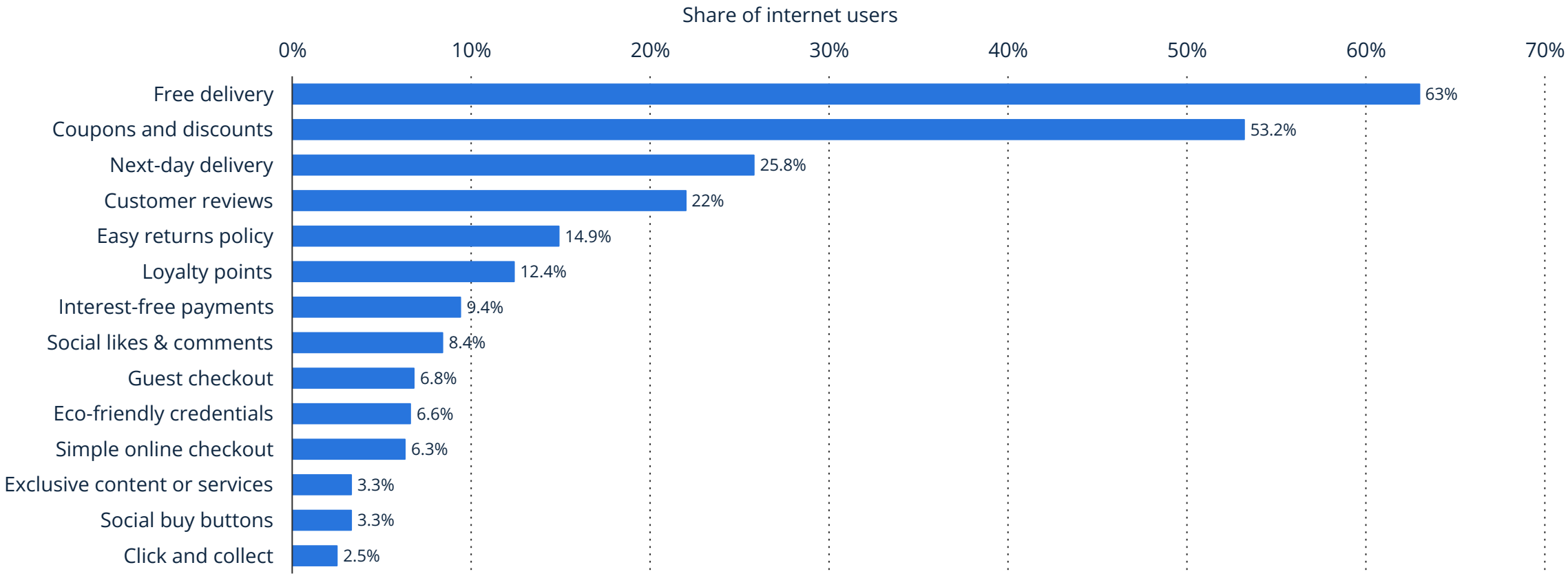


Description: The leading benefit of online shopping according to Japanese consumers is the flexibility of being able to order at any time, as stated by almost 52 percent of respondents in a survey conducted in February 2023. Convenience played a major role in online shopping, with products getting delivered to one's home being the second most commonly named reason for mail orders. Read more
Note(s): Japan; February 24 to 27, 2023; 3,000 respondents; 20-79 years; multiple answers allowed
Source(s): Planet, Inc.

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Leading incentives to motivate online purchases among internet users in Japan as of Q3 2023

Incentives to motivate online purchases in Japan Q3 2023



Description: In the third quarter of 2023, free delivery was the leading factor that would encourage internet users in Japan to use online shopping services, with 63 percent of respondents. Free delivery as well as coupons and discounts were factors that would work as an incentive for the majority of online users to make online purchases. Read more
Note(s): Japan; Q3 2023; 16-64 years; survey among internet users
Source(s): DataReportal; GWI; Meltwater; We Are Social

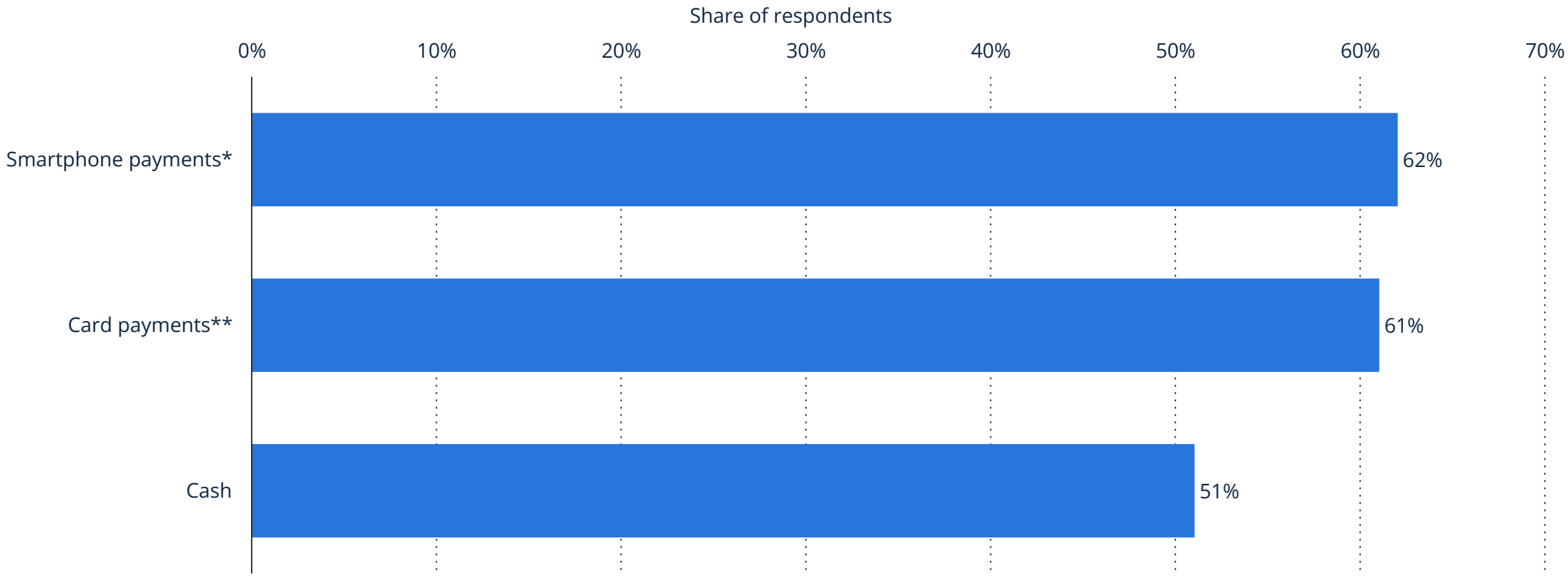
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CHAPTER 04

Payments

Common payment methods used in physical stores in Japan as of December 2023

Common instore payment methods in Japan 2023

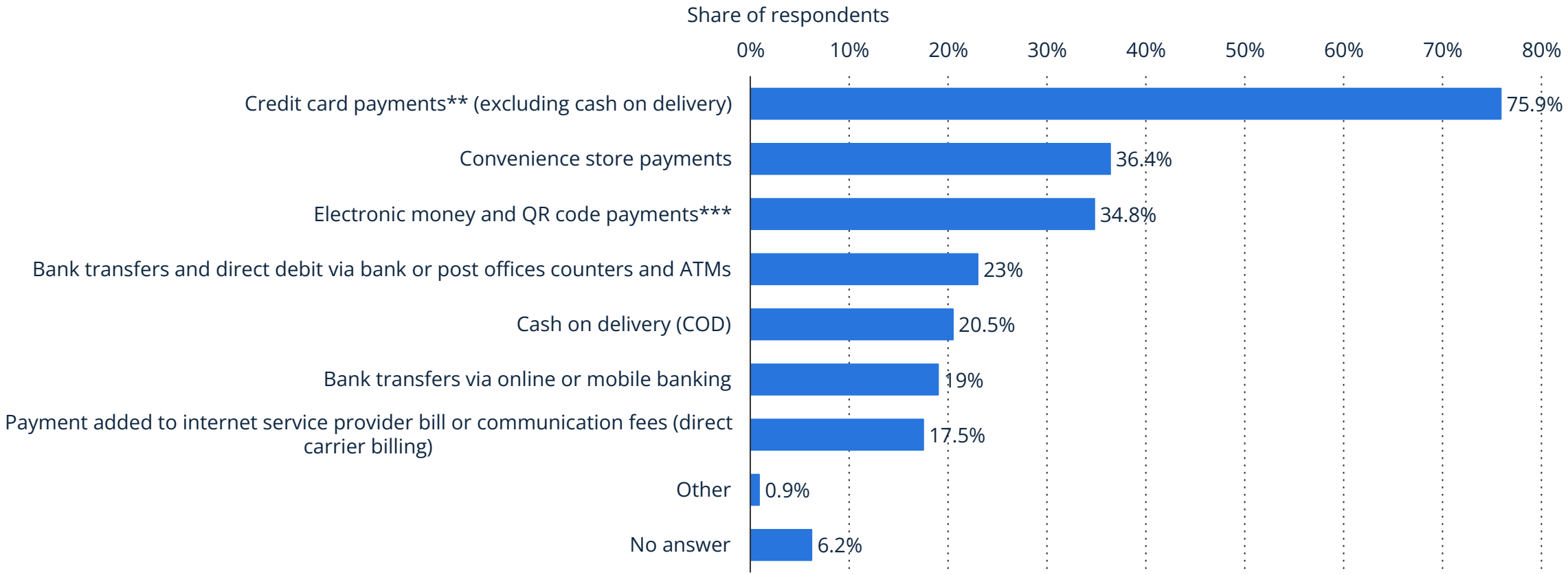


Description: In a survey conducted in Japan in December 2023, around 62 percent of respondents stated that they normally used smartphones when paying in stores. A similar share of consumers reported using card-based payment methods, such as credit and debit cards, or electronic money smart cards. Read more
Note(s): Japan; December 13 to 15, 2023; 46,783 respondents; 15-69 years; mobile web survey among LINE users; multiple answers possible; *Smartphone payments include Osaifu-Keitai, Apple Pay, Google Pay, Mobile Suica, Mobile PASMO, [...] Read more
Source(s): LINE Research

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Preferred payment methods for online purchases among digital buyers in Japan in 2022

Leading payment methods among Japanese online buyers 2022



Description: According to a survey conducted in Japan in 2022, credit cards, debit cards, and ATM cash cards were the leading payment method used to pay for online shopping and online financial transactions. Around 75.9 percent of the respondents who had made online purchases in the past year reported having used card payments. Close to 35 percent stated they had made in-store payments at convenience stores. Read more

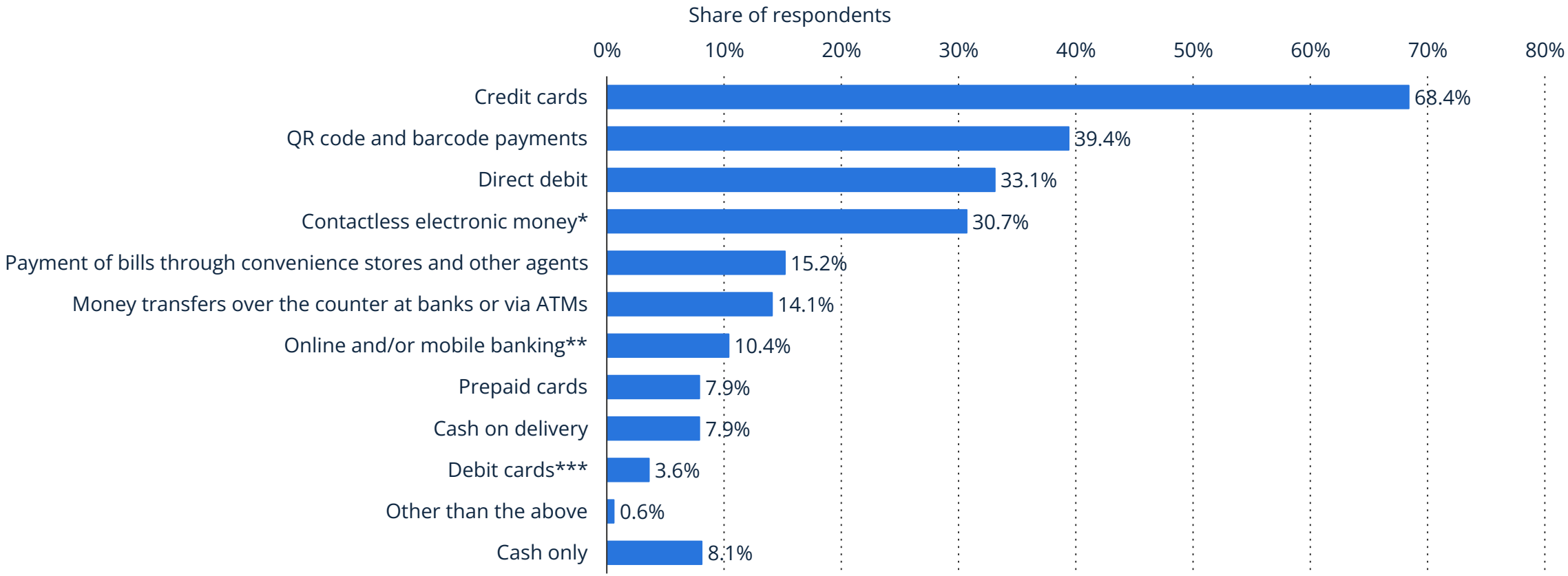
Note(s): Japan; August 2022; 16,976*; 15 years or older; postal questionnaire and e-mail survey; *19,056 respondents after weight adjustments. **Including debit cards and ATM cards (cash cards). ***Including QR code payment services, Rakuten [...] Read more

Source(s): e-Stat (Japan); Ministry of Internal Affairs and Communications (Japan)

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Most used cashless payment methods in Japan as of August 2023

Most used cashless payment methods in Japan 2023



Description: Credit cards were the most used cashless means of payment in Japan, according to a survey conducted from August to September 2023. Around 68.4 percent of the respondents stated that they used credit cards in their daily lives, while 8.1 percent only used cash. Read more
Note(s): Japan; August 4 to September 1, 2023; 2,016 respondents; 20 years and older; multiple answers possible
Source(s): Bank of Japan

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