SCOTTS INTERNATIONAL

Consumer Values and Behaviour in Japan

Market Direction | 2022-06-16 | 59 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1100.00
- Multiple User License (1 Site) €2200.00
- Multiple User License (Global) €3300.00

Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behaviourial trends with purchase and consumption habits in Japan.

Euromonitor's Consumer Values and Behaviour in Japan report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
* Get a detailed picture of the Consumer Values market;
* Pinpoint growth sectors and identify factors driving change;
* Understand the competitive environment, the market's major players and leading brands;
* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer values and behaviour in Japan
Consumers prefer unique and tailored products to trying new ones
Gen Z most interested in uniquely tailored products/services
Younger generations would rather spend than save
Japanese have more pessimistic view of their future than their global counterparts
Japanese consumers feel less positive about their financial future
Younger generations more enthusiastic about their future
Expectations of greater community engagement lower than global average
Global consumers more concerned about the impact of climate change
Gen Z more willing to engage with their community in future
Japanese consumers less active in home-based activities than their global counterparts
Air quality an important consideration for Japanese households
Access to public transport more important to Japanese than the global average
Takeaway or pick-up food more popular than home delivery
Lack of cooking skills biggest barrier to cooking at home
Younger cohorts find lack of time biggest hindrance to cooking
Looking for healthy ingredients in food and beverages much lower than global average
Having a job that offers a strong work-life balance most important consideration
Having job security stands out over earning a high salary
Strict boundaries between work and personal life are blurring
Socialising online most regular activity, but day trips also popular
Consumers continue to enjoy shopping as a leisure activity
Shopping by far the most frequent leisure activity for all generations
Group fitness classes and team sports not as popular as individual exercise
Nearly 60% of Baby Boomers walk for exercise every week
Younger cohorts more inclined to use sleep aids to reduce stress than older generations
Japanese consumers have most trust in "recyclable" labels
Recycling efforts low compared to global average
Using sustainable packaging is more important to older generations
Consumers less likely to share their views, but buy based on their values
Consumers tend to shop at stores where they have a loyalty card/membership
Gen Z like shopping malls but are less focused on premium products
Japanese consumers are willing to shop for "vintage" items but far less than global average
Gen Z more likely to pick their travel destinations based on shopping opportunities
Consumers more comfortable purchasing ready-made food in person
Gen Z prefer to shop in store for their beauty and personal care products
Japanese consumers plan on cutting back spending on experiences
Gen Z more focused on increasing spending on holidays, experiences and technology
Gen Z more focused on increasing their savings over the next 12 months
Consumers are concerned about online privacy and do not freely share personal information
Gen Z more actively engaged online than other generations
Japanese consumers have low levels of online engagement
Younger cohorts are far more engaged online than older generations
Consumers adept at making in-store mobile payments
Millennials and Gen Z well ahead in regularly accessing services on their mobile device

SCOTTS INTERNATIONAL

Consumer Values and Behaviour in Japan

Market Direction | 2022-06-16 | 59 pages | Euromonitor

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1100.00
	Multiple User License (1 Site)	€2200.00
	Multiple User License (Global)	€3300.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-09
		Signature	

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com