SCOTTS
INTERNATIONAL

Consumer Lifestyles in Japan

Market Direction | 2022-06-16 | 80 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Japan

Euromonitor's Consumer Lifestyles 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 Overview 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 Landscape in Japan 2022
Life priorities
Japanese consumers want time for themselves above family time
Prioritising time for favourite pursuits trumps all other activities
Consumers want curated and tailored products and services
Gen Z more focused on unique and curated experiences and products
Japanese consumers like to try new products and services
Younger cohorts want to know more about the products they are consuming
Home life
Japanese households are far less active in their homes than their global counterparts
Over half of Gen Z and Millennials play video games at home at least weekly
Proximity to public transport more important to Japanese households than globally
Eating habits
Millennials more likely to reheat or prepare a ready meal than other generations
Consumers are price sensitive but want superior tasting food
Low uptake of meat-free diets, but flexitarian diets more popular
Japanese consumers snack more at the weekends
Millennials least likely to eat their meals at the same time each day
Working life
High salaries less important than job security
Younger cohorts feel less strongly about being able to work from home
Job security not as high priority to Gen Z as earning a high salary
Expectations of future work-life scenarios much lower than global average
Ability to work from home important consideration for Millennials
Leisure habits
Gen Z way ahead of other generations in frequency of online and in-person socialising
Shopping is a major leisure pursuit in Japan
All generations enjoy leisure shopping over other activities
International trips curtailed by the pandemic spurring demand for domestic travel
Quality of dining experience overtakes holiday shopping by wide margin
Older generations more focused on the quality of dining at their holiday destination
Health and wellness
28% of Japanese respondents take health supplements/vitamins almost every day
Group fitness classes and team sports not as popular as individual sports
Walking and hiking most popular exercise for Millennials upwards
Massage by far the most popular method of reducing stress
Younger cohorts more inclined to use sleep aids for stress reduction
Sustainable living
Japanese consumers have most trust in "recyclable" labels
Concerns over climate change apparent among Baby Boomers
Recycling efforts low compared with global average
Using sustainable packaging is more important to older generations
Consumers less likely to share their views, but buy based on their values
Gen X buy from brands that support issues aligned with their values and beliefs
Shopping habits
Shoppers have a penchant for shopping malls but want quality products
Gen Z like shopping malls but are less focused on premium products

Recommendations from friends and family less influential in Japan
Millennials influenced by independent consumer reviews and brand/company websites
Convenience of subscription services surpasses all other motivations
All generations appreciate the convenience of subscription services
Seeing and trying items top motivation to shop in-store for Japanese consumers
Baby Boomers more motivated to shop in-store than other generations
Best price not as motivating to shop online as convenience and free delivery
Ability to order at any time or place key driver to shop online
Spending habits
Gen Z most ambitious about their future spending intentions
Younger generations intend to increase their savings over the next 12 months
Technology
Japanese consumers value online privacy and are reluctant to share personal information
Younger cohorts more likely to share their data to receive personalised offers
Adoption of smart appliances and virtual assistant devices low by global standards
Ownership rate for smartwatches and fitness wearables below global average
Japanese not as active on social networks as global average
Gen Z most active on social networks and online video gaming

SCOTTS INTERNATIONAL

Consumer Lifestyles in Japan

Market Direction | 2022-06-16 | 80 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	2025-05-07
		Signature	