

Megatrends in Japan

Market Direction | 2022-06-16 | 58 pages | Euromonitor

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Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Japan.

Euromonitor's Megatrends 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 Megatrends 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.

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Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Digital living
Japan's wearable payment ring Evering allows a smooth payment experience for seniors
Gaming is most important across all generations
Diffidence over connecting digitally with commerce
Gen Z the most cautious over data privacy
Independent reviews are the number one trusted source of information
Just 17% of Japanese felt they would go back to in-person
Experience more
Japanese NPO Virtual Rights conducts first fully-VR board meeting
Younger cohorts strongly value experiences
Socialising and shopping are the key leisure habits
Quality of food experience at destination is much more important to Japanese than globally
Millennials and Gen Z keen to go back to real life
Middle class reset
Mercari Station in-store encourages second-hand app development
Gen Z less engaged with frugal shopping choices
Second-hand trade well-established
All cohorts intending to decrease overall spending
Premiumisation
Curated, tailored experiences and simplification are the main drivers
Optimism about value of long-term investments is firmest trait
Quality/Price ratio is the most valued feature
Shifting market frontiers
Next Meats spearheading authentic plant-based Japanese meat substitutes overseas
Travellers have less interest in immersing themselves in local culture
Boomers most likely to purchase locally-sourced products
Shopping reinvented
eclat+ Box allows Japanese consumers private and convenient nail care
High percentage of consumers buy on their computer or tablet; but in-store remains strong
Japanese consumers have low levels of digital engagement with companies
Millennials more responsive to company or brand social media posts
Sustainable living
Variety store MUJI opens its first sustainability-focused outlet in Japan
Climate change stands out as the most pressing ethical issue
Reducing food waste is the stand-out
Voting is the most important ethical action for Japanese consumers
Recyclable and refillable/reusable packaging are considered best for the environment
Wellness
Kirin exploring new claims with iMuse, as beverages become consumed as supplements
Taking exercise and health supplements the way to health for Japanese
Massage by far the most popular method of reducing stress
Digital health commitment low
Taking safety precautions when leaving home remains most important

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