

Consumer Lifestyles in Japan

Market Direction | 2023-07-07 | 61 pages | Euromonitor

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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

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.

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Scope

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Consumer landscape in Japan 2023

Personal traits and values

Consumers under pressure and reviewing their priorities

Voice of the consumer (1)

"Time for myself" remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

Younger consumers have a more positive outlook on their future

Personal traits and values survey highlights

Home life and leisure time

Active households are driving consumers to invest more in their home spaces

Japanese consumers value minimalistic home design for simple, uncluttered lifestyles

Access to public transport important for Baby Boomers

Demand for domestic leisure trips remain strong as consumers stay closer to home

Home life and leisure time survey highlights

Eating and dietary habits

Younger generations more actively monitoring what they eat to control their weight

Lack of time to buy groceries and prepare home-cooked meals impacts meal choices

Home cooking most regular choice but demand for ready meals/restaurant food booming

Consumers make their food choices based on perceived health benefits

Consumers are willing to pay more for foods that taste good

Eating and dietary habits survey highlights

Working life

Expectations of high levels of employee health and safety apparent across generations

Conditions that allow for a strong work-life balance are important for many

Salaries and job security remain important job considerations

Many see their future working lives fitting more easily around their lifestyles

Working life survey highlights

Health and wellness

A high percentage of consumers use exercise to maintain their health and wellness

Voice of the consumer (2)

A growing number of consumers focusing on improving their mental wellbeing?

Voice of the consumer (3)

Consumers look for food attributes that they feel will benefit their health

Consumers continue to adopt technology solutions to manage their health and fitness

Health and wellness survey highlights

Shopping and spending

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Baby Boomers more highly focused on buying less to afford higher quality things

Consumers seek out personalised and tailored shopping experiences

Consumers are becoming more mindful of the impact of their purchasing habits

Voice of the consumer (4)

Consumers embrace the circular economy and support brands that share their values

Older consumers in Japan have low rates of engagement on social networks

Data privacy is a concern, but technology is key to enhancing the shopper journey

Voice of the consumer (5)

Consumers are focusing their attention on spending on essentials and trying to save more

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All?generations have concerns about their current financial situation
Voice of the consumer (6)
Shopping and spending survey highlights

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