

## **Retail E-Commerce in Japan**

Market Direction | 2024-02-13 | 37 pages | Euromonitor

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### **Report description:**

After e-commerce showed double-digit current value growth during COVID-19 in 2020, growth slowed significantly in 2021, and remained at this lower level in 2022 and 2023, as with the reopening of physical stores post-pandemic, fewer people made the switch online. On 8 May 2023, the Japanese government announced that it would reclassify COVID-19 as a class 5 infectious disease, which is the same classification as seasonal flu. With decisions regarding infection control being left to individuals a...

Euromonitor International's Retail E-Commerce in Japan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Retail E-Commerce 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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reliable information resources to help drive informed strategic planning.

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New regulation on stealth marketing (Endorsements and Testimonials in Advertising)

Grocery players accelerate their e-commerce offerings

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