

Consumer Lifestyles in Japan

Market Direction | 2024-06-13 | 62 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.

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:

Scope

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer landscape in Japan 2024

Personal traits and values

Japanese consumers concerned about the rising cost of essential goods

Japanese place high priority on putting time aside for themselves

Japanese consumers feel it is important to experience cultures other than their own

Baby boomers value real world experiences more than other generations

Voice of the consumer (1)

Gen Z feel they will be the happiest generation in the years to come

Personal traits and values survey highlights

Home life and leisure time

Gen Z spend almost equal amounts of time on cleaning, hobbies and studying

Gen Z most active generation in spending leisure time online

Voice of the consumer (2)

Minimalistic design holds strong appeal among millennials

Older generations place safe location high on the priority list

Japanese consumers desire getting the most value for money when travelling

Home life and leisure time survey highlights

Eating and dietary habits

Gen Z actively trying to lose weight while closely monitoring their eating habits

Millennials and Gen X most likely to cite lack of time as a major barrier to cooking

Japanese households cook and prepare meals at least once a day

Older generations less likely to say they are vegan

Voice of the consumer (3)

Japanese are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

Working life

Japanese employees place health and safety top of work priority list

Japanese consumers seek to have a job that allows for a strong work-life balance

Voice of the consumer (4)

Younger generations place higher emphasis on earning a competitive income

Consumers expect to work from home in the future

Working life survey highlights

Health and wellness

Japanese consumers engage in walking or hiking at least a few times a week

Voice of the consumer (5)

Massage the most active stress-reduction activity undertaken by Japanese consumers

Health and nutritional properties is the most influential product feature in Japan

Gen Z most actively utilising tech to monitor their health and fitness

Health and wellness survey highlights

Shopping and spending

Japanese frequently searching for discounts

Voice of the consumer (6)

Millennials don't mind buying inexpensive items that will not last long

Gen X and Z seek products with labels that are easy to understand

Japanese consumers show willingness to purchase second hand or previously owned goods

Millennials most likely to purchase pre-owned goods

Gen Z consumers most active in engaging and interacting with brands online

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Japanese consumers trust friends and family recommendations the most
Voice of the consumer (7)
Japanese set to decrease spending on novelty experiences the most
Gen X consumers the most concerned about their current financial situation
Shopping and spending survey highlights

Consumer Lifestyles in Japan

Market Direction | 2024-06-13 | 62 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com