

Japan: Consumer Profile

Market Direction | 2024-10-22 | 45 pages | Euromonitor

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Report description:

By 2040, Japan's aging population and shrinking workforce is set to reshape its economy, with single-person households dominating and healthcare demand surging as older cohorts remain the most prevalent. Despite recent wage increases, financial conservatism is set to persist, leading to slower private consumption growth compared to global trends with consumers prioritising savings. Job security remains a top priority, reflecting the country's deep-rooted tradition of lifetime employment.

Euromonitor's Japan: Consumer Profile 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 Economy 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

Key findings

Key drivers affecting consumers in Japan in 2023

How developments today shape the consumers of tomorrow

Immigration fails to offset low birth rate, leading to continued population decline

Among the lowest obesity rates globally leads to reduced prevalence of high blood pressure

Despite higher government spending on family initiatives, the population is set to shrink

Smaller cities to decline faster than Tokyo, which offers more economic opportunities

Opportunities for growth

SoftBank and Tempus partner to advance Japanese healthcare with AI treatment plans

In an ageing society, only single person households are projected to grow in prevalence

Despite decreasing household size, Japanese are gravitating towards more spacious homes

Household heads to age, with persisting gender inequality in household decision-making

Japanese tech-savvy population fuels high digital adoption and rich gaming culture

Void Gaming's INTUITION PS5 controller supports high-skill Japanese gaming

Japan set for the largest wage hikes in decades in 2024

Japanese consumers remain cautious on spending, but show increased intent for travel

Unlike the global silver consumers trend, Millennials to dominate the top-income bracket

Wage hikes, easing inflation and tax cuts fail to boost Japanese consumption long term

BYD challenges Toyota's dominance as affordable EV sales surge in Japan

Key findings of consumer survey

Value for money is the top priority across all generations when buying household essentials

Japanese consumers seek discounts to save more but will pay premium for tailored products

Consumers prioritise financial stability over climate concerns, worrying less than global peers

Despite faster short-term wage growth, Japanese consumers remain financially cautious

Job security is key, with early workforce entry supported by a structured job-hunting process

Lime's affordable seated electric scooters to cater to the needs of senior consumers

Key takeaways

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