

Megatrends in Japan

Market Direction | 2025-01-03 | 78 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 10 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

Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

Busy lifestyles make digital innovations and convenience a priority

Convenience

Kao's laundry care innovations prioritise both efficacy and user convenience

Consumers seek ways to make life easier

Japanese employees strive for a better work-life balance

The possibility to buy on-the-spot appeals to older shoppers

Online shoppers enjoy the convenience of ordering from anywhere at anytime

Younger generations turn to more convenient meal solutions

Digital living

7-Eleven deploys world's first smart vision sensors to monitor interactions with in-store ads

Japanese youth are keen gamers

Consumers pay greater attention to data privacy

Younger consumers prefer online anonymity

Friends and family remain the first port of call for recommendations

Consumers expect a greater amount of online activity in future

Diversity and inclusion

Hitachi rewards diversity by boosting pay and ratings for inclusivity advocates

Japanese remain socially conservative

Consumers are largely disengaged from politics

Most are not comfortable with openly expressing their identity

Japanese consumers tend to be less connected to brand values than their global peers

Experience more

Virtual Roblox metaverse and app promote Tokyo as a tourist destination

Japan's experience economy continues to develop

High-quality dining is highly important to travellers

Older consumers are the most likely to seek out tailored experiences

Personalisation

Burger King unveils new Whopper incorporating traditional Japanese ingredients

Internet users are protective of their personal data

Consumers shy away from expressing their individuality

Premiumisation

Panasonic launches smart rice cooker that can measure rice and water by itself

Japanese shoppers remain price-sensitive

Baby Boomers are the most confident in their investments

Taste is the most important aspect for food buyers

Pursuit of value

NTT Docomo's d Point loyalty scheme can now be used on Amazon Japan

Gen X are the most frugal cohort

Most are worried about rising living costs

Shoppers continue to eschew used items

Young people are the most likely to support the circular economy

Shopper reinvented

Beauty platform @Cosme blends in-store and digital shopping experiences

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Celebrity endorsement holds sway among younger consumers
Consumers enjoy a mix of offline and online shopping
Social commerce is still in its infancy
Gen Z engage the most with brands on social media
Sustainable living
Suntory starts using PET bottles made from used cooking oil
Japanese show relatively little concern about climate change
Support for ethical buying practices is still low
Cutting down on food waste is the most pressing environmental concern
Political discussion continues to defy social norms
Recyclability is considered the most important sustainable packaging feature
Wellness
Megmilk Snow Brand unlocks added value of milk products with functional ingredients
Massage remains the most popular way to beat stress
Japanese take a growing interest in holistic wellness
Consumers pay attention to health and safety
Leverage the power of megatrends to shape your strategy today

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