

Supermarkets in Japan

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets performs well despite price rises, following changes in consumers' habits

Competition with health and personal care stores and variety stores continues

New types of supermarket outlets appear, providing convenience and experiences

PROSPECTS AND OPPORTUNITIES

Logistics challenges and opportunities await

Net super set to expand further as consumers appreciate its convenience

Self-checkout and non-cash operations may be ways to cope with labour shortages

CHANNEL DATA

Table 1 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 2 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 - Supermarkets GBO Company Shares: % Value 2019-2023

Table 4 - Supermarkets GBN Brand Shares: % Value 2020-2023

Table 5 - Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 6 - Supermarkets LBN Brand Shares: Selling Space 2020-2023

Table 7 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 8 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Retail in Japan - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Private label development key for retailers to stay competitive

New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

Mother's Day

Father's Day

Summer bargains

Halloween

Black Friday and Cyber Monday

Christmas and year-end bargains

MARKET DATA

Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 10 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 11 - Sales in Retail Offline by Channel: Value 2018-2023

Table 12 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 13 - Retail Offline Outlets by Channel: Units 2018-2023

Table 14 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 27 - Retail GBO Company Shares: % Value 2019-2023

Table 28 - Retail GBN Brand Shares: % Value 2020-2023

Table 29 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 30 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 31 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 32 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 34 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 35 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 37 - Grocery Retailers LBN Brand Shares: Selling Space 2020-2023

Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Non-Grocery Retailers LBN Brand Shares: Selling Space 2020-2023

Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 43 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 44 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 45 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 46 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 47 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 48 - Forecast Sales in Retail E-Commerce by Channel: Value 2023-2028

Table 49 - Forecast Sales in Retail E-Commerce by Channel: % Value Growth 2023-2028

Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 51 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 52 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 53 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 54 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 55 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 57 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 59 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 61 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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