



Euromonitor
International

Appliances and Electronics Specialists in Japan

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Yamada Denki Leverages Private Label Innovation to Drive Growth

Chart 2 - Yamada Denki Offers Affordable Innovation

Yodobashi Camera Accelerates Engagement through Tiktok Shop

Chart 3 - Yodobashi Camera Embraces Social Commerce with Tiktok Shop Launch

Chart 4 - Value Sales 2020-2030

WHAT'S NEXT?

Housing Demand Key to Growth, While Tourism Offers Opportunities

Yodobashi Camera Addresses Climate-Driven Demand with Cooling Innovation

Retailers Embrace Experiential Shopping to Capture Inbound and Local Demand

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Yamada Denki Redefines Retail Experience to Defend Its Lead

Chart 6 - Analyst Insight for Appliances and Electronics Specialists

Bic Camera Benefiting From Inbound Tourism

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Appliances and Electronics Specialists

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Appliances and Electronics Specialists

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Japan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retailers Invest in Digital Innovation, Automation and In-Store Experiences

Health and Beauty Specialists the Top Performer in 2025

Rakuten Leverages Private Label to Deepen Customer Engagement and Loyalty

Chart 16 - Rakuten Invests in Private Label Line

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Tourist Demand Key to Future Growth Prospects

Private Label and Slow Delivery Attracting Value-Driven Shoppers

Social Commerce Set to Shake up the Market

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Aeon, Amazon and Rakuten Drive Consolidation through Scale and Innovation

Chart 21 - Lawson Launches Innovative Real×Tech Store

Chart 22 - Analyst Insight for Retail

Strategic Mergers Signal a New Era of Competition

Chart 23 - Labi Launches Live Commerce Booth

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING YAMADA-HOLDINGS.JP ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

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

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/appliances-and-electronics-specialists-in-japan/report.