Euromonitor International

Megatrends in Japan

January 2025

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Businesses harness megatrends to renovate, innovate and disrupt
The drivers shaping consumer behaviour
Megatrends framework

CROSS-TREND COMPARISON: JAPAN

Busy lifestyles make digital innovations and convenience a priority

CONVENIENCE

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

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

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

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

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

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

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

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

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

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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