Euromonitor International

Consumer Values and Behaviour in Japan

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Scope

HIGHLIGHTS

Consumer values and behaviour in Japan

PERSONAL TRAITS AND VALUES

Consumers in Japan are concerned about the rising costs of daily products
Younger generations feel comfortable expressing identity with friends and family
Over 30% of consumers research the products and services they consume
Younger generations want products and services tailored to them
Consumers foresee that their current level of happiness will improve in the future
Younger generations are hopeful that their standard of living will improve

HOME LIFE

At home, consumers in Japan exercise

COOKING AND EATING HABITS

Over 40% of consumers prefer to heat up or get a pre-packaged meal
Consumers in Japan say that another person in at home is responsible for cooking for them
Many Millennials assert that they are not skilled at cooking
24% of consumers look for healthy ingredients in food and beverages

WORKING LIFE

Millennials want to have a job within a short distance from their residence
Consumers in Japan primarily desire to guarantee a sense of safety in career
Younger generations say they uphold a division between their job and private life

LEISURE

Japanese pursue shopping as a pleasurable pastime
Gen Z are most likely to visit the cinema
Consumers in Japan primarily seek value for money when travelling
Generation Z are most likely to prioritise convenient travel options

HEALTH AND WELLNESS

Japanese consumer engage in walking or hiking for exercise
Younger generations use a bicycle as a means of exercise
Consumers are interested in massages to reduce stress

SUSTAINABLE LIVING

Consumers are worried about climate change
Consumers actively engage in more sustainable behaviours
Consumers are motivated to repair broken items, rather than replace
Consumers purchase products from companies that endorse their social and political causes

SHOPPING

Japanese tend to buy or shop more often where they have a loyalty card/membership
Older generations tend to buy or shop more often where they have a loyalty card/membership
Consumers in Japan frequently search for affordable and store-brand items
Younger generations are more interested in acquiring items that have been previously owned
Consumers subscribe to online streaming services

SPENDING

Consumers are set to increase spending on travel/holidays
Younger generations foresee increasing spending on education the most

Many Japanese consumers are unease about their current monetary status
Older generations are the most comfortable with their current financial situation
Younger generations plan to save money over the next 12 months

TECHNOLOGY

Japanese consumers express discomfort with personalised advertisements
Younger generations prefer to engage in online communication
Consumers in Japan watch videos online
Younger generations regularly purchase products or services online
Younger generations are more likely to compare prices online
Consumers in Japan show support for companies by following their social media updates
Younger generations boost a brands' online visibility

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