Euromonitor International

Japan: Consumer Profile

July 2026

Table of Contents

INTRODUCTION

Scope
Key findings
Key drivers affecting consumers in Japan in 2025
How developments today shape the consumer of tomorrow

POPULATION AND SOCIETY

Today 2025: low birthrate leads to continued ageing and population decline
Immigration fails to offset low fertility as the population contracts
Among the lowest obesity rates globally, but high cholesterol stands out
Tomorrow 2040: Only the 60+ years cohort to expand over 2025-2040
Seniors are the only demographic set to rise in number over the period to 2040
Smaller cities decline faster than Tokyo's resilient hub
Opportunities for growth
Case study: NTT Docomo extends watch-over services for solo seniors

HOUSEHOLDS AND HOMES

Today 2025: household numbers have grown, while the population continues to decline
Household size hits a record low as solo living dominates
Homeownership holds, but demand tilts towards apartments
Tomorrow 2040: Single-person the only household type forecast to grow in number
Household heads age, with persistent gender imbalance
A tech-savvy population sustains high connectivity
Opportunities for growth
Case study: PayPay turns cashless into the default for small purchases

INCOME AND EXPENDITURE

Today 2025: Disposable income among men significantly exceeds that among women
Inflation outpaces income, eroding purchasing power
Generational spending priorities diverge sharply
Tomorrow 2040: Incomes highest among those aged 40-49 years
Mid-lifers, not seniors, represent the top income band by 2040
Consumer expenditure set to grow slowly but remain globally significant
Opportunities for growth
Case study: Emergency stockpile rice release reframes food policy

LIFESTYLES

Key findings: Consumer survey
Millennials most willing to pay for superior taste in food and beverages
Value for money leads, but quality commands a premium
Bargain-hunting and private label define value-seeking
A cautious saving culture begins to embrace investment
Job security remains important in Japan
Opportunities for growth
Case study: the New NISA nudges Japan from saving to investing

CONCLUSION

Key takeaways

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