



# Japan: Consumer Profile

August 2023

Table of Contents

## INTRODUCTION

Scope

Key drivers affecting consumers in Japan in 2022

How developments today shape the consumer of tomorrow

Key findings

## POPULATION AND SOCIETY

Today 2022: The growing population of late-lifers and seniors

Today: Low immigration and declining birth rates contribute to population decline

Product exploration falls short, yet younger cohorts embrace social media shopping

Tomorrow 2040: Rising life expectancy and low birth rates amplify older population growth

Tomorrow: Generation X poised to surpass Baby Boomers as dominant age group

Tomorrow: Largest Japanese cities will no longer grow due to population declines

Areas of opportunity

Case Study: Toyota's C+walk S promotes successful ageing for older adults

## HOUSEHOLDS AND HOMES

Today 2022: More Japanese households choose to live without children

Single-person households are on the rise, despite shrinking population

Ensuring a secure location tops the list for home features, particularly for Baby Boomers

Tomorrow 2040: Rise of single seniors coincides with decrease in families with children

Older males will retain their central role in household decision-making

Domestic smart products dominate Japanese households' technological landscape

Areas of opportunity

Case study: Kachaka, the home robot, to optimise time allocation for household tasks

## INCOME AND EXPENDITURE

Today 2022: Income inequality remains moderate by global standards

The impact of rising prices for consumers has been mitigated by high savings

Consumer spending intentions revolve around travel and health

Tomorrow 2040: Dominance of social classes D and E will persist until 2040

Tomorrow 2040: Current Gen Z and Millennials will dominate the top-income band by 2040

Tomorrow 2040: Tokyo set to continue as Japan's largest consumer market

Areas of opportunity

Case study: Longing for travel and exploration is met by an air balloon reaching 25km

## LIFESTYLES

Key findings consumer survey

The future appears brighter to the younger generation

Strong per capita savings and low inflation mitigate cost of living crisis

With the exception of Baby Boomers, Japanese climate change concerns rank low

Japanese consumers place a greater emphasis on work-life balance

Slow economic growth and stagnant wages foster frugality among Gen X and Baby Boomers

Areas of opportunity

## LIFESTYLES

Mercari takes second-hand marketplace offline to reach a larger addressable market

## CONCLUSION

Key takeaways

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/japan-consumer-profile/report](http://www.euromonitor.com/japan-consumer-profile/report).