



# Convenience Stores in Japan

February 2022

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## Convenience Stores in Japan - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Need for delivery services continues in response to prolonged impact of COVID-19

Increase of sustainability-related concepts echoes global movement

Capability to offer health and wellness and medical support increases

#### PROSPECTS AND OPPORTUNITIES

Incorporating new business models key to maintaining a strong presence

Development of private label remains crucial

Digitalisation will be utilised as way to tackle labour shortages

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E-commerce shows healthy growth

Sustainability concepts accelerate

What next for retailing?

### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 - Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

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Summer Bargain

Halloween

Black Friday and Cyber Monday

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Delivery and collection

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