

Megatrends in Japan

June 2022

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Diffidence over connecting digitally with commerce

Gen Z the most cautious over data privacy

Independent reviews are the number one trusted source of information

Just 17% of Japanese felt they would go back to in-person

Experience more

Japanese NPO Virtual Rights conducts first fully-VR board meeting

Younger cohorts strongly value experiences

Socialising and shopping are the key leisure habits

Quality of food experience at destination is much more important to Japanese than globally

Millennials and Gen Z keen to go back to real life

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All cohorts intending to decrease overall spending

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Lotte's Nyusankin Chocolat : Premiumising to counter market saturation in Japan

Curated, tailored experiences and simplification are the main drivers

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Next Meats spearheading authentic plant-based Japanese meat substitutes overseas

Travellers have less interest in immersing themselves in local culture

Boomers most likely to purchase locally-sourced products

Shopping reinvented

éclat+ Box allows Japanese consumers private and convenient nail care

High percentage of consumers buy on their computer or tablet; but in-store remains strong

Japanese consumers have low levels of digital engagement with companies

Millennials more responsive to company or brand social media posts

Sustainable living

Variety store MUJI opens its first sustainability-focused outlet in Japan

Climate change stands out as the most pressing ethical issue

Reducing food waste is the stand-out

Voting is the most important ethical action for Japanese consumers

Recyclable and refillable/reusable packaging are considered best for the environment

Wellness

Kirin exploring new claims with iMuse, as beverages become consumed as supplements

Taking exercise and health supplements the way to health for Japanese

Massage by far the most popular method of reducing stress

Digital health commitment low

Taking safety precautions when leaving home remains most important

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