



Megatrends in Japan

January 2025

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Megatrends framework

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Busy lifestyles make digital innovations and convenience a priority

CONVENIENCE

Convenience

Kao's laundry care innovations prioritise both efficacy and user convenience

Consumers seek ways to make life easier

Japanese employees strive for a better work-life balance

The possibility to buy on-the-spot appeals to older shoppers

Online shoppers enjoy the convenience of ordering from anywhere at anytime

Younger generations turn to more convenient meal solutions

DIGITAL LIVING

Digital living

7-Eleven deploys world's first smart vision sensors to monitor interactions with in-store ads

Japanese youth are keen gamers

Consumers pay greater attention to data privacy

Younger consumers prefer online anonymity

Friends and family remain the first port of call for recommendations

Consumers expect a greater amount of online activity in future

DIVERSITY AND INCLUSION

Diversity and inclusion

Hitachi rewards diversity by boosting pay and ratings for inclusivity advocates

Japanese remain socially conservative

Consumers are largely disengaged from politics

Most are not comfortable with openly expressing their identity

Japanese consumers tend to be less connected to brand values than their global peers

EXPERIENCE MORE

Experience more

Virtual Roblox metaverse and app promote Tokyo as a tourist destination

Japan's experience economy continues to develop

High-quality dining is highly important to travellers

Older consumers are the most likely to seek out tailored experiences

PERSONALISATION

Personalisation

Burger King unveils new Whopper incorporating traditional Japanese ingredients

Internet users are protective of their personal data

Consumers shy away from expressing their individuality

PREMIUMISATION

Premiumisation

Panasonic launches smart rice cooker that can measure rice and water by itself

Japanese shoppers remain price-sensitive

Baby Boomers are the most confident in their investments

Taste is the most important aspect for food buyers

PURSUIT OF VALUE

Pursuit of value

NTT Docomo's d Point loyalty scheme can now be used on Amazon Japan

Gen X are the most frugal cohort

Most are worried about rising living costs

Shoppers continue to eschew used items

Young people are the most likely to support the circular economy

SHOPPER REINVENTED

Shopper reinvented

Beauty platform @Cosme blends in-store and digital shopping experiences

Celebrity endorsement holds sway among younger consumers

Consumers enjoy a mix of offline and online shopping

Social commerce is still in its infancy

Gen Z engage the most with brands on social media

SUSTAINABLE LIVING

Sustainable living

Suntory starts using PET bottles made from used cooking oil

Japanese show relatively little concern about climate change

Support for ethical buying practices is still low

Cutting down on food waste is the most pressing environmental concern

Political discussion continues to defy social norms

Recyclability is considered the most important sustainable packaging feature

WELLNESS

Wellness

Megmilk Snow Brand unlocks added value of milk products with functional ingredients

Massage remains the most popular way to beat stress

Japanese take a growing interest in holistic wellness

Consumers pay attention to health and safety

Leverage the power of megatrends to shape your strategy today

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