



Euromonitor
International

Megatrends in Japan

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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

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Diversity and inclusion

Hitachi rewards diversity by boosting pay and ratings for inclusivity advocates

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Consumers are largely disengaged from politics

Most are not comfortable with openly expressing their identity

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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

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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

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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

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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

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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

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Political discussion continues to defy social norms

Recyclability is considered the most important sustainable packaging feature

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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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