



Euromonitor  
International

# Consumer Lifestyles in Japan

June 2025

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Consumer landscape in Japan 2025

## PERSONAL TRAITS AND VALUES

Personal traits and values

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Personal traits and values survey highlights

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Home life and leisure time

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Eating and dietary habits

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Eating and dietary habits survey highlights

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Working life

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Health and wellness

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Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

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