



Consumer Lifestyles in Japan

June 2025

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Japan 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Japanese feel concerned that the prices of everyday items are going up

Time for favourite activities: Most prioritised by Gen Z

Consumers in Japan choose to remain unidentified while using the internet

Consumers in Japan carry out in-depth studies on the products and services they consume

Gen Z expect their life will be better

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and other domestic chores are leading home activities among younger generations

Consumers in Japan pursue shopping as a pleasurable pastime

Garage/indoor parking: Most desired home feature by Baby Boomers

Location with limited air pollution: Most desired external feature by older generations

Respondents desire getting the best return on money spent when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Older generations are actively monitoring what they eat

Millennials believe they are not skilled in the kitchen

Consumers in Japan cook or bake for themselves

Gen X more likely to be vegetarian

Japanese are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Japanese employees emphasise working for a company that prioritises health and safety

Japanese seek to have a job that enables an equilibrium between work and personal life

Baby Boomers seek job security

Consumers in Japan expect to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Japanese participate in walking or hiking

Massage remains a popular stress-reduction activity among older generations

Japanese consider all natural to be the most influential product feature

Younger generations frequently visit health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Japan enjoy loyalty programmes or memberships

Younger generations regularly buy themselves small treats

Older generations pick their travel destinations based on the quality of shopping there

Older generations say they try to repair items instead of purchasing new ones
Japanese often sell used or second-hand items
Younger generations often share their recent purchases on their social networks
Millennials use a price comparison websites
Japanese set to increase spending on health and wellness the most
Older generations are content with the situation of their finances
Shopping and spending survey highlights

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-lifestyles-in-japan/report.