



# Retail E-Commerce in Japan

March 2025

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## Retail E-Commerce in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growth slows with return to physical stores, yet shopping events drive sales

Amazon Japan leads retail e-commerce

TAO launches as Temu and other budget e-commerce platforms thrive

#### PROSPECTS AND OPPORTUNITIES

Diverse payment methods create seamless transactions

Logistics challenges persist – companies are taking action

Amazon and Docomo partnership intensifies ecosystem competition

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Changes in the competitive environment in retail

Japan's retail industry embraces digital solutions to combat labour shortages

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Hatsu Uri ("First Sales") at New Year

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White Day

Mother's Day

Father's Day

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Christmas and Year-end Bargains

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