



Euromonitor
International

Small Local Grocers in Japan

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Decline in store numbers and value sales continues
- Revitalising and rebuilding shotengai (local shopping streets) is crucial
- Demand for products from specialists helps limit decline

PROSPECTS AND OPPORTUNITIES

- Urban and rural areas will remain unequal in shopping access
- Enhancing appeal to inbound tourists to drive sales
- New concepts and niches anticipated in small local grocers

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- Retail in 2024: The big picture
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- 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
- Valentine’s Day
- White Day
- Mother’s Day
- Father’s Day
- Summer Bargains
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- Christmas and Year-end Bargains

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