

Vending in Japan

February 2024

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Vending in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Food vending continues to see innovation and new opportunities
Vending machines are used to build relationships and loyalty
Coca-Cola incorporates dynamic pricing in vending

PROSPECTS AND OPPORTUNITIES

Tobacco vending will struggle to maintain a presence
Innovative vending machines set to continue to be launched, attracting tourists
Overseas players enter vending in Japan, introducing new concepts

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Retail in Japan - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture
Private label development key for retailers to stay competitive
New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2023
Seasonality
Hatsu Uri ("First Sales") at New Year
Valentine's Day
White Day
Mother's Day
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Summer bargains
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