

Appliances and Electronics Specialists in Japan

February 2024

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Appliances and Electronics Specialists in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Yodobashi hopes to open in Ikebukuro

Yamada continues to expand to adjacent areas

Online sales strategy at the diversification/experimentation stage

PROSPECTS AND OPPORTUNITIES

Who dictates the price tag is gradually changing

Different approaches to attracting consumers

Addressing the need for different products through crowdfunding

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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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