

Direct Selling in Japan

February 2024

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Direct Selling in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Face-to-face events return post-pandemic
Investigations by Consumer Affairs Agency damage reputation of direct selling
Online presence is becoming more important to compete

PROSPECTS AND OPPORTUNITIES

New regulation will impact future advertising for direct sellers
Direct selling a key retail channel for emerging concepts such as CBD
Yakult Honsha will continue to lead and launch new products

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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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