

# Megatrends in Japan

August 2023

Table of Contents

## Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Case Study: Kachaka, the home robot optimising time allocation for household tasks

Generation Z most likely to use tech to improve their lives

Consumers seek greater flexibility

Shoppers want to buy on the spot

Convenience drives e-commerce demand

Cooking is an inconvenience for younger consumers

Digital living

Yahoo! Mart provides frictionless shopping experience with facial biometric payments

Video gaming remains popular

The Japanese are protective of their personal data

Millennials want to preserve online anonymity

Consumer reviews are the most trusted information source

Consumers expect more online activity post-pandemic

Diversity and inclusion

Toyota's C+walk S promotes successful ageing in place for older adults

Generation Z are the most vocal on social media

Japanese remain reticent vis-à-vis involvement in social issues

Relatively few are comfortable with expressing their identity

Millennials pay the closest attention to company values

Experience more

Longing for travel and exploration is met by an air balloon reaching 25km

Shopping remains a popular leisure activity

Japanese pay close attention to food quality when travelling

Consumers continue to prefer real world over online experiences

Personalisation

Zozo offers AI-based personal styling service in its first physical store

Young consumers favour virtual activities

Generation Z are the most individualistic consumers

Premiumisation

Hamada Syuzou launches premium, shochu-based craft gin

Young people want customised experiences

Consumers lack confidence in their investments

Taste takes precedence over other food attributes

Pursuit of value

Smartpay promotes financial inclusion with streamlined BNPL solution

Generation X are the keenest to find bargains

Concerns over rising living costs increase

Shoppers have yet to embrace the circular economy

Generation Z are the most eager to save money

Shopper reinvented

Lawson opens Japan's first "avatar-staffed" convenience store

Generation Z are the most trusting of celebrity-endorsed brands

Shoppers prefer to buy clothes and appliances in-store

Consumers are reluctant to engage with brands online

Generation Z are the most open to s-commerce

Sustainable living

Japanese start-up Elephantech develops eco-friendly printed circuit boards

Most are concerned about the impact of global warming  
Recycling levels remain low, however  
Reducing food waste tops the list of green activities  
Voting rates are high  
Recyclable packaging is considered the most sustainable  
Wellness  
Drinkable sleep aid Pilkul Miracle Care collaborates with Pokémon Sleep for promotion  
Massage commonly used to alleviate stress  
Consumers prefer functional foods over supplements  
Attention is paid to health and safety when out and about  
Leverage the power of megatrends to shape your strategy today

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/megatrends-in-japan/report](http://www.euromonitor.com/megatrends-in-japan/report).