



Consumer Values and Behaviour in Japan

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Japan

PERSONAL TRAITS AND VALUES

Japanese like to ensure health and safety measures are in place before they leave home

Baby boomers say spiritual beliefs remain an integral part of their life

Japanese consumers seek out distinctively tailored products and services

Younger generations much more open to exploring and testing new products and offerings

Japanese consumers feeling less optimistic about the future compared to other citizens

Over half of generation Z consumers expect they will be happier in the future

HOME LIFE

When at home, Japanese consumers frequently exercise

Safe location is the most appreciated home feature among Japanese households

COOKING AND EATING HABITS

Consumers in Japan prefer to cook or bake themselves

Consumers in Japan say that someone else in their household typically cooks for them

Gen Z say that someone else in their household typically cooks for them

25% of consumers in Japan look for healthy ingredients in food and beverages

WORKING LIFE

Strong work-life balance top of Japanese preference for working conditions

Job security paramount for Japanese workers

Japanese say they have a strict boundary between work and personal life

LEISURE

In Japan, shopping for enjoyment is a popular leisure activity

Gen Z consumers much more likely to socialise in person with their peers

Japanese prioritise maximizing the benefits while minimising cost when travelling

Value for money top of mind for Gen Z and millennials

HEALTH AND WELLNESS

Weekly walk or hike for exercise remains the most popular exercise routine in Japan

Gen X sees greatest number of weekly walks or hikes for exercise

Millennials taking active steps to reduce stress and maintain a positive mental state

SUSTAINABLE LIVING

Consumers in Japan remain neutral about ethical label claims

Just over half of consumers are focused on reducing food waste

Gen X the most active in green behaviours and activism

Japanese consumers not driven by activism in political and social issues

SHOPPING

Compared to global results, Japanese maintain a relaxed attitude to shopping activities

Older generations driven the most by finding potential bargains

Consumers in Japan are open to purchasing used or pre-owned goods

Private label and lower priced offerings hold very little appeal among baby boomers

Consumers in Japan mostly subscribe to online streaming services

SPENDING

Japanese intending to drastically reduce their expenditure on non-tangible experiences

Gen Z foresee increasing spending on travel/holidays the most
Consumers express concern over the present economic state
Generation X indicates the strongest concern around their financial standing
Generation Z united in their intention to increase attempts at saving money in the future

TECHNOLOGY

Japanese consumers choose to remain unidentified while using the internet
Younger generations more inclined to communicate online
Japanese consumers the most frequent in checking or refreshing profiles on a social media
Younger consumers most active subscribers for on-demand video streaming
Gen Z and millennials most likely to purchase goods or services online
Japanese far less active in online interaction with brands compared to rest of the world
Gen Z most active in following or liking companies' social media feed or posts

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