

Retail E-Commerce in Japan

February 2024

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Retail E-Commerce in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

E-commerce growth slows after its peak during COVID-19
New regulation on stealth marketing (Endorsements and Testimonials in Advertising)
Grocery players accelerate their e-commerce offerings

PROSPECTS AND OPPORTUNITIES

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Marketplace ecosystems set to develop and intensify the competition
Digital inclusivity and safety will be areas of focus for an ageing society

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Retail in Japan - Industry Overview

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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
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OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
Hatsu Uri ("First Sales") at New Year
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Summary 2 - Research Sources

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