



# Convenience Retailers in Japan

February 2024

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## Convenience Retailers in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increase in social activities and back to office momentum bring back demand

Right pricing strategy key to retain consumers

Rebound of inbound tourism supports growth

#### PROSPECTS AND OPPORTUNITIES

Sufficient workforce and automation will be needed for sustainable growth

Private label lines set to continue to expand to non-food categories

New concept stores likely to move towards sustainability

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## Retail in Japan - Industry Overview

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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

Father's Day

Summer bargains

Halloween

Black Friday and Cyber Monday

Christmas and year-end bargains

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