

Small Local Grocers in Japan

February 2024

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Small Local Grocers in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Closure of outlets in Shotengai is a major issue
Strong demand for authentic products helps drive sales
Affordable indulgences and heightened health awareness

PROSPECTS AND OPPORTUNITIES

Urban/rural inequality in shopping opportunities likely to continue
Tough competition in grocery retailing set to continue
New concepts and niches anticipated to be seen in small local grocers

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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
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