

# Consumer Values and Behaviour in Japan

<https://marketpublishers.com/r/C6961183CD65EN.html>

Date: June 2024

Pages: 58

Price: US\$ 1,325.00 (Single User License)

ID: C6961183CD65EN

## Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Japan report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Values market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in

London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Scope

Consumer values and behaviour in Japan

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

When at home, Japanese consumers frequently exercise

Safe location is the most appreciated home feature among Japanese households

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**

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

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

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

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

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  
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  
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

## I would like to order

Product name: Consumer Values and Behaviour in Japan

Product link: <https://marketpublishers.com/r/C6961183CD65EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C6961183CD65EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970