

Megatrends in Japan

<https://marketpublishers.com/r/MAA5735934EEEN.html>

Date: August 2023

Pages: 76

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

ID: MAA5735934EEEN

Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Japan.

Euromonitor's Megatrends 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 Megatrends 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.

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Businesses harness megatrends to renovate, innovate and disrupt

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Generation Z most likely to use tech to improve their lives

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Convenience drives e-commerce demand

Cooking is an inconvenience for younger consumers

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Yahoo! Mart provides frictionless shopping experience with facial biometric payments

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The Japanese are protective of their personal data

Millennials want to preserve online anonymity

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Toyota's C+walk S promotes successful ageing in place for older adults

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Generation Z are the most individualistic consumers

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Hamada Syuzou launches premium, shochu-based craft gin

Young people want customised experiences

Consumers lack confidence in their investments

Taste takes precedence over other food attributes

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Concerns over rising living costs increase

Shoppers have yet to embrace the circular economy

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Recycling levels remain low, however

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Voting rates are high

Recyclable packaging is considered the most sustainable

Wellness

Drinkable sleep aid Pilkul Miracle Care collaborates with Pok?mon Sleep for promotion

Massage commonly used to alleviate stress

Consumers prefer functional foods over supplements

Attention is paid to health and safety when out and about

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