

Online Travel and Intermediaries in Japan

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Abstracts

While COVID-19 was still impacting the Japanese travel industry in 2021, signs of recovery were also being seen, mainly due to consumers' mindset changing, becoming more open to travel, despite the pandemic not being fully under control. Furthermore, as the vaccination programme has accelerated, more people have been willing to travel. Both online travel and travel intermediaries saw signs of recovery thanks to this demand, although it was still crucial to meet consumers' safety needs.

Euromonitor International's Online Travel and Intermediaries in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2016-2020, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Mobile Travel Sales, Online Travel Sales, Travel Intermediaries.

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

Why buy this report?

Get a detailed picture of the Online Travel and Intermediaries 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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