

Japan Cross-border E-commerce Market Size, Share & Trends Analysis Report By Platform (B2B, B2C, C2C), By Application, By Region, And Segment Forecasts, 2020 - 2030

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Abstracts

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Japan Cross-border E-commerce Market Growth & Trends

The Japan cross-border e-commerce market size is expected to reach USD 5.74 billion by 2030, expanding at a CAGR of 7.5% from 2020 to 2030, according to a study conducted by Grand View Research, Inc. The significant traction achieved by the e-commerce industry over the past years is a testimony to how the internet has transformed the way goods and services are traded in the market. Several factors, including the increasing penetration of smartphones, access to high-speed internet, rising disposable incomes, and the growing user base of social media platforms, have helped the e-commerce industry gain increasing popularity across the globe over the years. Furthermore, by ensuring a safe and secured online platform to pay easily via payments gateway, banks and other market players have completely changed the shopping experience for customers.

The increasing urban population is contributing to the growth of the cross-border e-commerce market in Japan. People living in urban cities and towns have higher disposable incomes and better internet connectivity, which aids the use of e-commerce websites for shopping. Moreover, the urban population is putting increased emphasis on convenience and prefers online shopping over traditional in-store shopping. Such factors are also anticipated to power the market's growth over the forecast period.

Furthermore, increasing penetration of the internet is anticipated to be one of the major

factors contributing to the increased use of e-commerce channels for shopping in the country. According to studies, Japan ranks seventh in the global list of countries with the highest number of internet users. As of June 2019, an estimated 93% of Japan's population used the internet. The country has witnessed a 152% growth in the number of internet users from 2000 to 2019. The high degree of internet penetration, coupled with the advent of 4G technology, is anticipated to drive the market in the country over the next six years.

The availability of information on the internet is another factor that is driving the market's growth. It allows customers to compare product prices across different countries, helping them land better deals. Similarly, sellers can earn more profits by selling products to countries that have a higher demand for specific products. Thus, internet penetration is an imperative factor influencing the growth of the market.

Stringent rules and regulations governing the e-commerce industry in the country are expected to pose a threat to the market over the forecast period. The Civil Code, the Consumer Contract Act, and the Act on Specified Commercial Transactions are the major legislative acts concerning the e-commerce industry in the country. Additionally, the Ministry of Economy, Trade and Industry (METI) has formulated the Interpretative Guidelines on Electronic Commerce and Information Property Trading to clarify how these laws are applied to different issues related to buying and selling of products via e-commerce channels in the country. In addition to the above-mentioned regulations, users or companies that import/export products to and from a foreign country via e-commerce channels have to comply with the regulations specific to those countries.

Japan Cross-border E-commerce Market Report Highlights

Online shopping is gaining momentum in the country owing to the simple nature of the online buying process as compared to traditional in-store shopping. In order to further simplify the shopping experience, several e-commerce websites have launched their own mobile applications to promote online shopping through mobile phones. Several foreign companies using e-commerce channels to reach Japanese businesses and customers are launching apps that support the Japanese language

The fashion segment is expected to expand at a substantial CAGR of more than 8% over the forecast period. The high growth rate can be attributed to the presence of reputed apparel brands outside Japan. Customers' indulge in cross-border shopping to avail products from such brands that are not available in the

country

Companies are expected to focus on providing quality products from well-known brands from the U.S. and Europe in categories such as personal care and fashion. Some of the key players in the market include Amazon.com, Inc., Rakuten, Inc., Kakaku.com, Inc., Apple Inc, DMM, Inc. Product availability partnerships with distributors in Japan are expected to remain a key strategy among key vendors in the coming years

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