

Japan Consuming Monthly Report

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Abstracts

The leading source of marketing intelligence on Japanese consumer markets

JapanConsuming is the leading monthly report on Japanese retail and consumer markets, written specifically for business operators and investors. It is essential reading for anyone who works with consumer goods or retail businesses affected by what is happening in Japan.

Why Subscribe to JapanConsuming?

Keep up-to-date on the latest developments in Japanese retail and consumer markets.

Know what Japanese and other competitors are doing and how.

Determine the best distribution strategy for your business in Japan.

Get key sales data every month: department stores and chains, sectors, regions, shopping centres, consumer spending.

Find out how other international companies are expanding in Japan.

Find leads and ideas in each issue to maximize sales in Japan.

Who publishes JapanConsuming?

JapanConsuming is produced by a team of retail and consumer specialists who have worked for the last two decades advising some of the world's top lifestyle companies on

the Japanese market, carrying out specialist research and development projects to build brands in Japan.

Recognizing that there is demand for regular analysis and information on Japanese markets, JapanConsuming launched in 2000, aiming to bring this expertise to a wider audience. JapanConsuming provides in-depth expertise every month in a concise, clear format.

News & Analysis

Department Stores

Specialty Stores

GMS Retailers

E-Commerce

TV Shopping

Convenience Stores

covering:

Apparel

Jewelry

Fashion

Accessories

Cosmetics

Gift markets

Electronics

Food

Legal

Retail Developments

Shopping Centres

Features

Each month we publish an in-depth focus on a key development in Japanese retail and consumer marketing. We also feature stories about the strategies, sales, developments of non-Japanese companies and brands in Japan to help you compare and monitor.

Retail Data

Monthly retail sales for leading department stores, chain stores, shopping centres, fashion, footwear, drugstores

Monthly retail sales by category (apparel, food etc.)

Monthly Consumer Spending Tracker

Subscription Term and Delivery

JapanConsuming is published monthly (11 issues per year) at the beginning of each month. It is distributed by email as a PDF. Corporate subscribers can submit as many email addresses as they wish within their company to receive the report.

Customer Reviews

“JC provides an excellent commentary on Japanese retailing....I would strongly recommend it to anyone who wants to keep informed about the dynamic changes taking place in Japan and to benefit from the sharp analysis of JC’s editorial team”

Director, European Export Agency

“JC is a great way to get a concise round up of what’s going on in the Japan marketing world.”

“Extremely useful and relevant for any overseas consumer business operating (or planning to) in the Japanese market.”

Country Manager Japan, Food Brand

“JC has insightful perspective on the changes coming to the retail and consumer sector in Japan. JC balances reporting the news with valuable editorial comment. It’s key input for me.”

Japan President

Apparel Retailer

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