

Selling to Japan Online

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Abstracts

Japan is one of the top 3 consumer markets in the world, yet many consumer goods companies steer clear because it seems so forbidding.

JapanConsuming's new report, *Selling to Japan Online*, shows you how to access this market with little effort, and yet still reach millions of consumers. The report identifies 7 routes to sell online to Japan, offering a route to market to suit all sizes of business and all budgets, from a one man business to listed companies. These routes include selling via Japanese e-commerce businesses that will sell your product direct to their customers without the need for you to export to Japan directly.

The report includes:

Overview of what makes the Japanese market so worthwhile and background data

Overview of the e-commerce market including market size, breakdown by category, trends, where the opportunities are for overseas brands

Profiles on all the main players in Japanese e-commerce

Comparison table on the different routes to market and the pros and cons of each

Indepth review of the different routes to market, potential partners (including contact names in some cases), and sources of help

Review of e-commerce marketing including list of social networking partners and marketing providers

Thorough review of the legal and tax regulations linked to each route to market so you can quickly establish what you need to do

With *Selling to Japan Online* you will see the opportunities ahead of the competition, potential new customers, key partners, where to focus marketing, and clear concise step by step methods for tackling this key market.

Overviews of each format, covering background, ownership, operations, characteristics.

The report helps you to:

Focus on the best targets that suit your brand

Gain rapid understanding of the market

Work out which method works best for your size of business and brand positioning

Start selling to Japan within a few weeks

If you want to sell consumer products to Japanese consumers, whether with little effort and investment or by setting up a Japanese e-commerce business, *Selling to Japan Online* has all the intelligence and guides needed to get the job done.

What retail facilities are there and where?

Included are complete lists of every shopping centre and department store in each of the top 100 markets.

Explain the market and its huge potential to head offices, investors and clients using graphical summaries, rankings and analysis

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Amazon

Belluna

Buyma

Creema

DeNA

Dinos-Cecile

DoCLASSE

Fashion Co Lab

Felissimo

Jupiter Shop Channel

Laso

Locondo
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HOW TO ACCESS THE MARKET

Seven Routes to Market in Japanese E-Commerce

1. At a Minimum
2. Low cost, high impact
3. Higher cost, low effort, strong impact
4. Higher cost, more effort , medium impact
5. High impact, cost and effort depending
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