

# Exploring Industry Development Trends Through the Strategic Positioning of Major E-Commerce Players in Japan

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## Abstracts

Thanks to steady growth in e-commerce penetration, industry advancement driven by the evolution of generative AI, and the contribution of cross-border e-commerce and local policies to the development of the market, the Japanese e-commerce market, which ranks among the world's top 5 in scale and is approximately ten times larger than Taiwan's, continues to exhibit stable growth. The "F.A.S.T." (Fintech First, AI in E-Commerce, Safe & Secure Shopping, and Trading & Transformation) trend emerging from how major Japanese e-commerce players - including Amazon Japan, Rakuten, and LY Corporation - adapt to market changes and maintain their operational and growth objectives can serve as a valuable reference for e-commerce players worldwide when it comes to future strategic planning. This report examines the trends in the e-commerce industry through the lens of the Japanese market environment and the strategic layouts of Japan's top three e-commerce retailers.

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