

# Supermarkets in Japan

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Supermarkets performs well despite price rises, following changes in consumers' habits

Competition with health and personal care stores and variety stores continues

New types of supermarket outlets appear, providing convenience and experiences

#### PROSPECTS AND OPPORTUNITIES

Logistics challenges and opportunities await

Net super set to expand further as consumers appreciate its convenience

Self-checkout and non-cash operations may be ways to cope with labour shortages

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### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Private label development key for retailers to stay competitive

New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

Mother's Day

Father's Day

Summer bargains

Halloween

Black Friday and Cyber Monday

Christmas and year-end bargains

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