

Consumer Lifestyles in Japan

June 2024

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Japan 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Japanese consumers concerned about the rising cost of essential goods

Japanese place high priority on putting time aside for themselves

Japanese consumers feel it is important to experience cultures other than their own

Baby boomers value real world experiences more than other generations

Voice of the consumer (1)

Gen Z feel they will be the happiest generation in the years to come

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Gen Z spend almost equal amounts of time on cleaning, hobbies and studying

Gen Z most active generation in spending leisure time online

Voice of the consumer (2)

Minimalistic design holds strong appeal among millennials

Older generations place safe location high on the priority list

Japanese consumers desire getting the most value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Gen Z actively trying to lose weight while closely monitoring their eating habits

Millennials and Gen X most likely to cite lack of time as a major barrier to cooking

Japanese households cook and prepare meals at least once a day

Older generations less likely to say they are vegan

Voice of the consumer (3)

Japanese are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Japanese employees place health and safety top of work priority list

Japanese consumers seek to have a job that allows for a strong work-life balance

Voice of the consumer (4)

Younger generations place higher emphasis on earning a competitive income

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Japanese consumers engage in walking or hiking at least a few times a week

Voice of the consumer (5)

Massage the most active stress-reduction activity undertaken by Japanese consumers

Health and nutritional properties is the most influential product feature in Japan

Gen Z most actively utilising tech to monitor their health and fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Japanese frequently searching for discounts

Voice of the consumer (6)

Millennials don't mind buying inexpensive items that will not last long

Gen X and Z seek products with labels that are easy to understand

Japanese consumers show willingness to purchase second hand or previously owned goods

Millennials most likely to purchase pre-owned goods

Gen Z consumers most active in engaging and interacting with brands online

Japanese consumers trust friends and family recommendations the most

Voice of the consumer (7)

Japanese set to decrease spending on novelty experiences the most

Gen X consumers the most concerned about their current financial situation

Shopping and spending survey highlights

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