

Mobility in Japan

November 2023

Table of Contents

HEADLINES

LIGHT VEHICLE SALES

Market background

Prospects

Chart 1 - Light Vehicle Sales in Japan 2017-2027

Chart 2 - Car Sales by Segment in Japan 2017-2027

Chart 3 - Top Five Automotive Brands by Market Share in Japan 2017-2022

Chart 4 - Top 10 Most Popular Light Vehicle Models in Japan 2022

Chart 5 - New vs Second-Hand Car Purchase in Japan in the Coming Year 2023

ELECTRIC AND ALTERNATIVE FUEL VEHICLES

Market background

Prospects

Chart 6 - Electric Car Registrations in Japan 2017-2027

Chart 7 - Reasons for Not Buying an Electric Car in Japan 2023

Chart 8 - Electric Charging Stations by Type in Japan 2017-2022

Chart 9 - EV Charging by Location in Japan 2023

SHARED MOBILITY

Market background

Prospects

Chart 10 - Shared Mobility Gross Bookings by Type in Japan 2017-2027

Chart 11 - Top Five Shared Mobility Brands by Market Share in Japan 2022 and Shares 2017-2022

Chart 12 - Forecast Growth in Consumer Booking Value by Shared Mobility Type in Japan 2022-2027

Chart 13 - Typical Mode of Commute Using Shared Services in Japan 2023

Chart 14 - Anticipated Future Spending on Transportation by Mobility Mode in Japan 2023

CAR RENTALS

Market background

Market background

Prospects

Chart 15 - Car Rental Sales in Japan and Year-on-Year Growth 2017-2027

Chart 16 - Car Rental Share of Sales by Channel in Japan 2017-2027

Chart 17 - Share of Car Rental Sales by Category in Japan 2017-2027

Chart 18 - Car Rental Total Transactions and Average Spend per Transaction in Japan 2017-2027

Chart 19 - Fleet Size and Year-on-Year Growth in Japan 2017-2027

PUBLIC TRANSPORTATION

Market background

Prospects

Chart 20 - Frequency of Public Transport Use for Commuting in Japan 2023

Chart 21 - Frequency of Public Transport Use for Commuting by City Size in Japan 2023

Chart 22 - Public Transportation Use in 2022 and Growth 2017-2022 in Select Cities

Chart 23 - Number of Days per Week Commuting in Japan 2023

AUTONOMOUS VEHICLES AND CONNECTIVITY

Market background

Prospects

Chart 24 - Attitudes to Autonomous Vehicles in Japan 2022

Chart 25 - Road Injury Accidents 2017-2022 and Road Injuries by City 2022

Chart 26 - Road Network by Country 2022

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobility-in-japan/report.