



General Merchandise Stores in Japan

February 2024

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General Merchandise Stores in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Department stores recovers as inbound tourism rebounds, and floor layouts change to meet consumers' needs

Seven & i Holdings sells Sogo and Seibu after turmoil

Variety stores compete with low prices and unique private label lines

PROSPECTS AND OPPORTUNITIES

Pricing will be key for variety stores

Reaching out to younger consumers will be key

Department stores likely to focus on food

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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

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Black Friday and Cyber Monday

Christmas and year-end bargains

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