

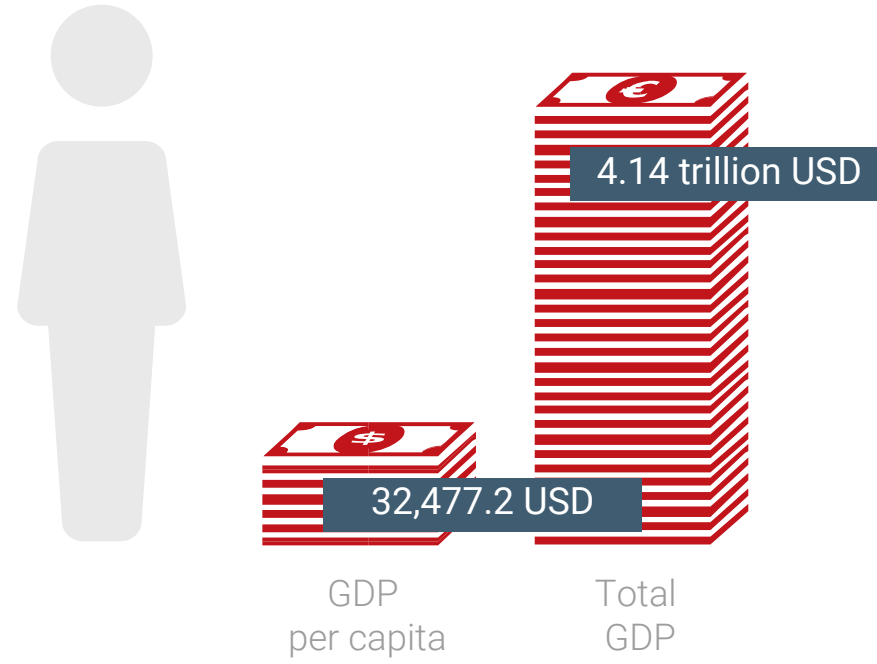
Personal Electronics account for the biggest market share of Japan's eCommerce Revenue at 24.6 billion USD



Economy

Total GDP is valued at **4.13 trillion USD**. Japan has a GDP per capita of **32,477.2 USD**, spread across a population of 126.8 million people.

JAPAN IS 93% URBANIZED.

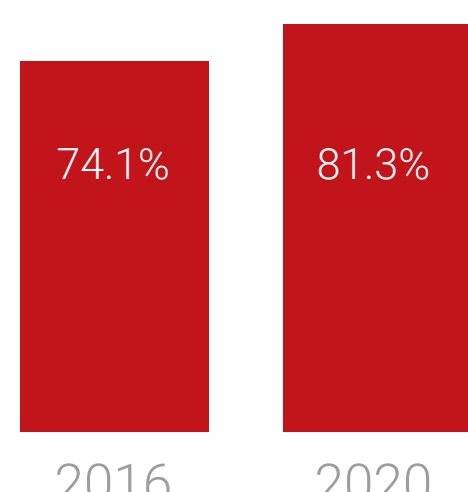


User Insights

There are currently **81.1 million eCommerce users** in Japan, with **6.6 million additional users** set to shop online by 2020.

74.1% of the Japanese population shop online, with this expected to reach 81.3% by 2020.

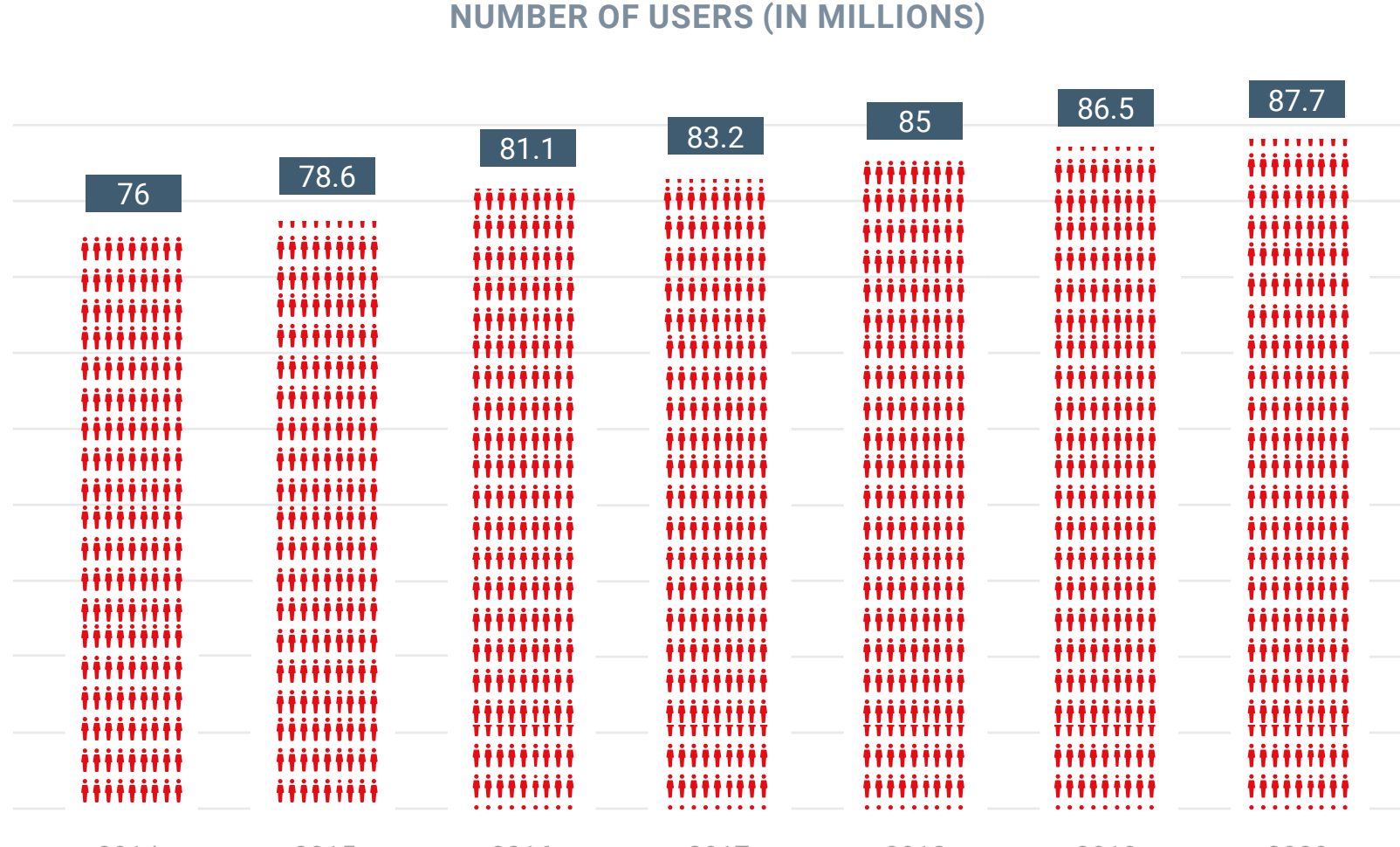
ONLINE SHOPPER PENETRATION



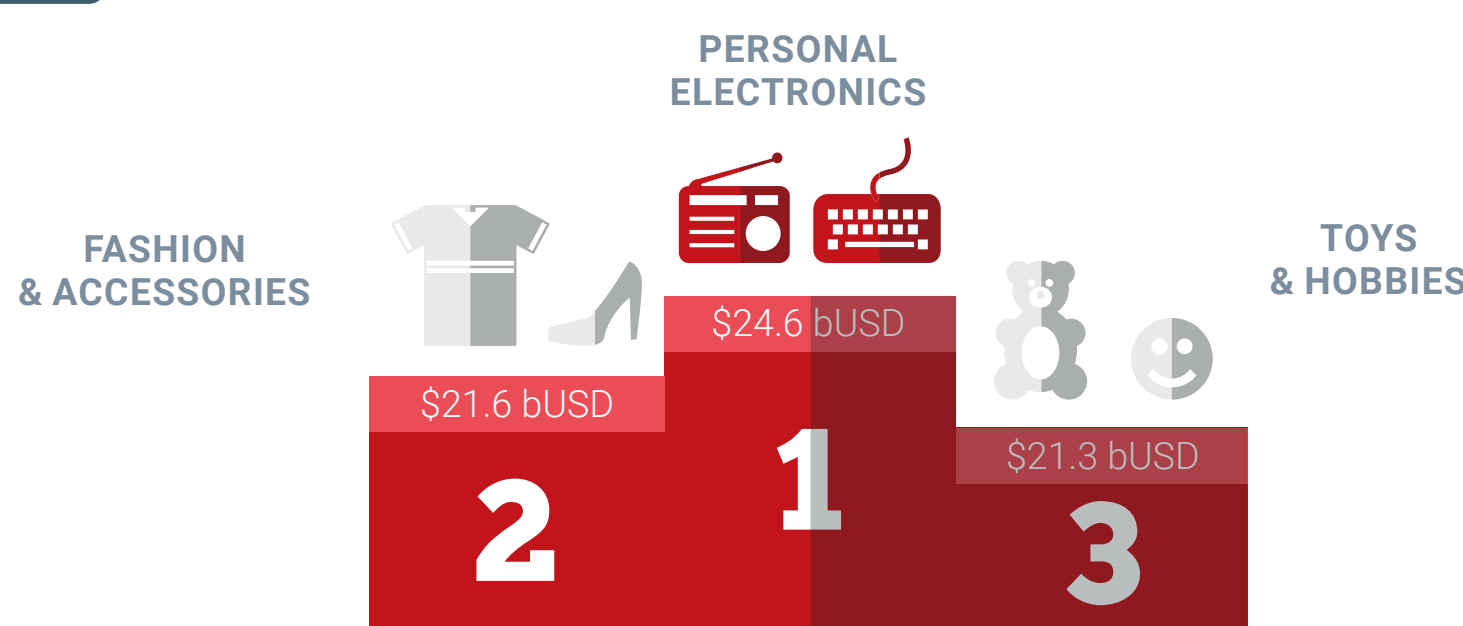
USERS BY AGE GROUP AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



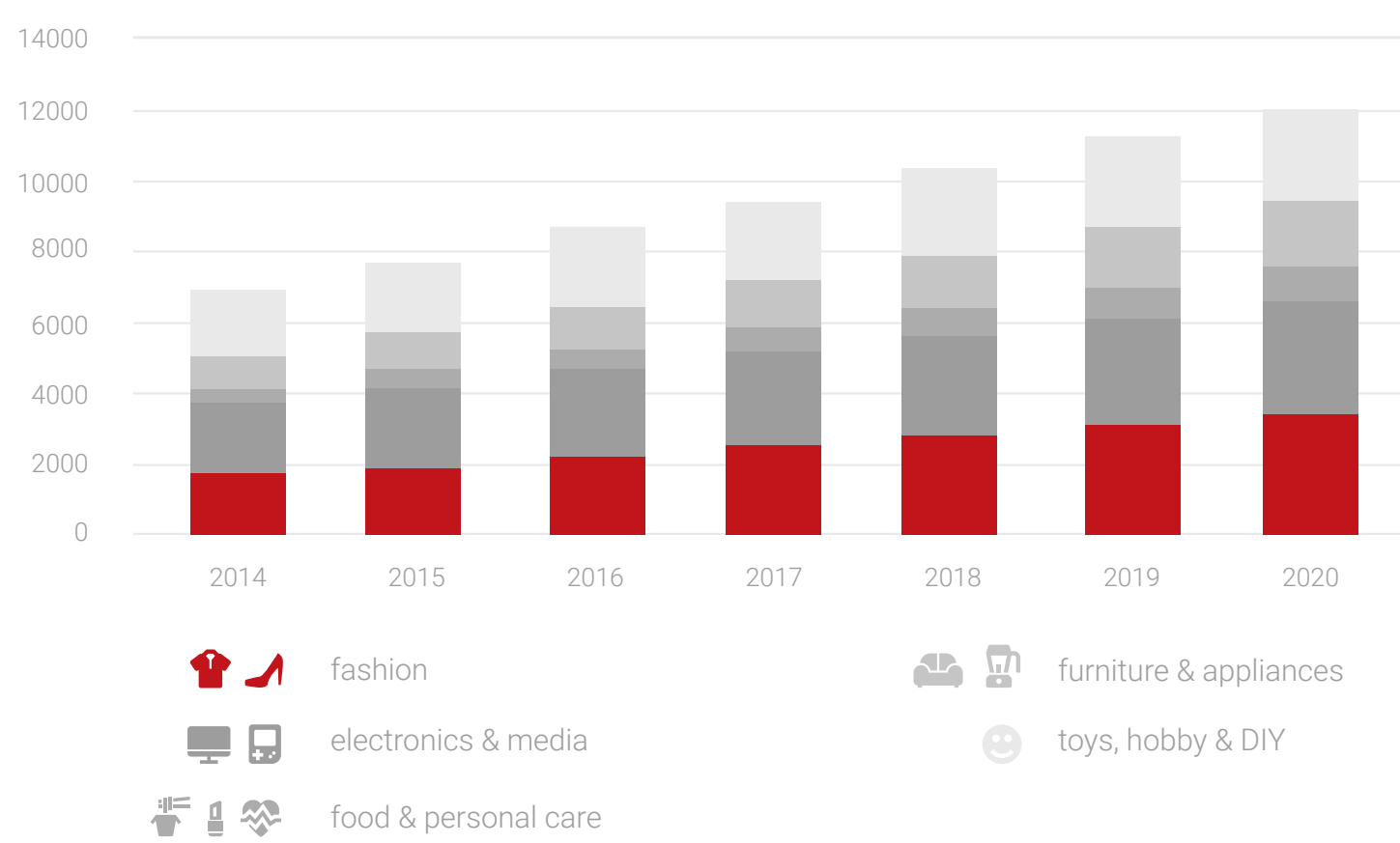
NUMBER OF USERS (IN MILLIONS)



Shopping Categories

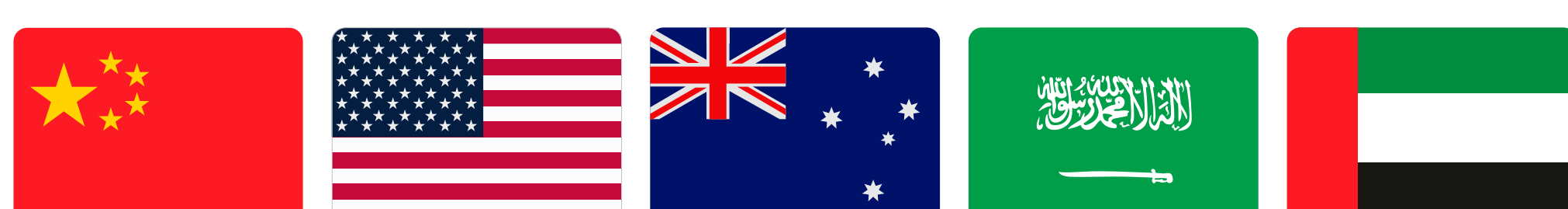


PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does Japan buy from?

China supplies Japan with **166 billion USD** in imports. Other key import partners are the **US (67.5 billion USD)**, **Australia (43.1 billion USD)**, **Saudi Arabia (42.5 billion USD)** and **United Arab Emirates (37.5 billion USD)**.



Preferred Online Payment Methods

Credit/Debit Card accounts for **71% of online payments**. Popular credit cards are **Mastercard, Visa, and JCB**.



Cash on delivery accounts for **18% of online payments**, and includes allowing customers to pay and collect at local convenience stores.

Logistics & Infrastructure

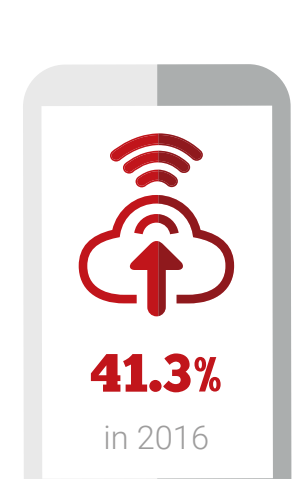
Japan is an **economic force** in the **Asia-Pacific region**, with the heart of logistics operating in a triangle connecting the cities of **Tokyo, Nagoya and Osaka**.



Japan is ranked **12th** in the world by the World Bank for logistics and has traditionally ranked as high as **6th** in the world.

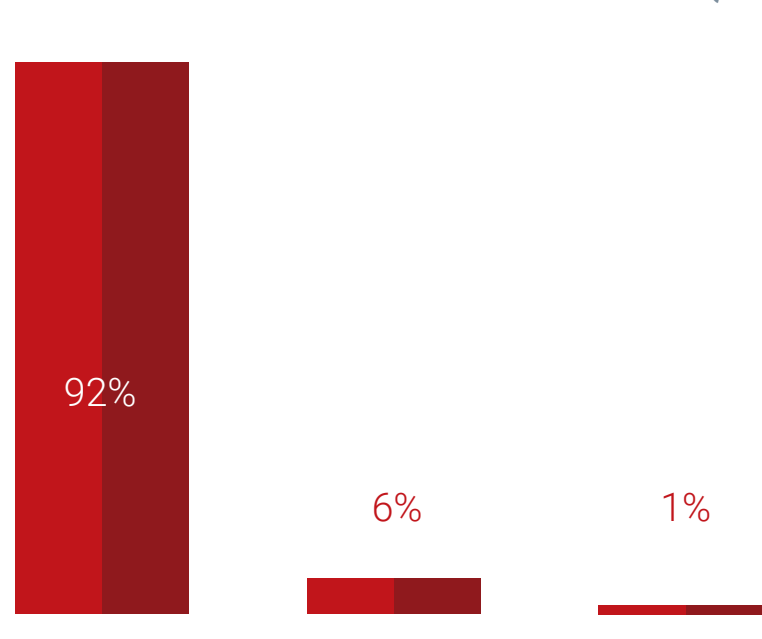
Device Usage

Internet penetration in Japan is **89.5%**, and should reach **90.7%** by 2020.

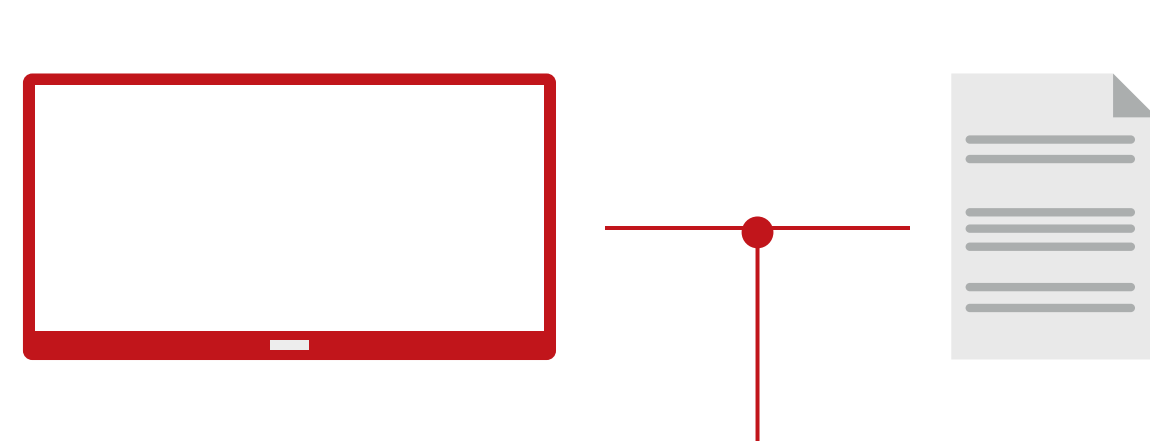


Smartphone penetration is **41.3%** and is projected to grow to **53.6%** by 2020.

DEVICES USED FOR ONLINE PURCHASES (2015)

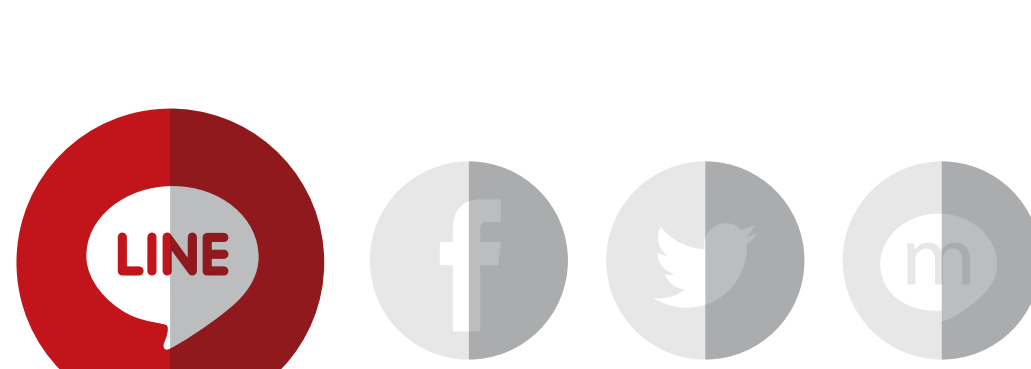


Marketing



Marketing has grown in recent years, with **television accounting** for almost **20 billion USD** of total marketing spend. Digital bypassed **10 billion USD** in 2015.

LINE is by far the most popular social platform and is a Japanese instant messaging app. Twitter and Facebook are also popular, with local social network Mixi vying for market share.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.