

# Insights into the growth of Japanese eCommerce

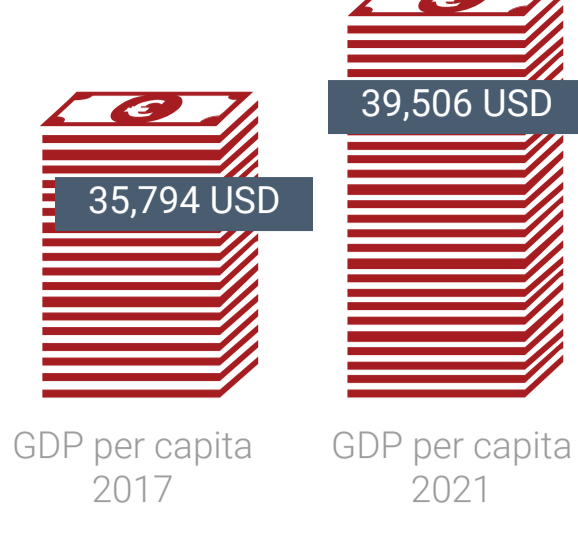
Economy, online shopper profiles, logistics, payment methods and marketing



## Economy

Home to 126.99 million people with a total GDP of 4.94 trillion USD.

GDP per capita is currently 35,794 USD and expected to reach 39,506 by 2021.

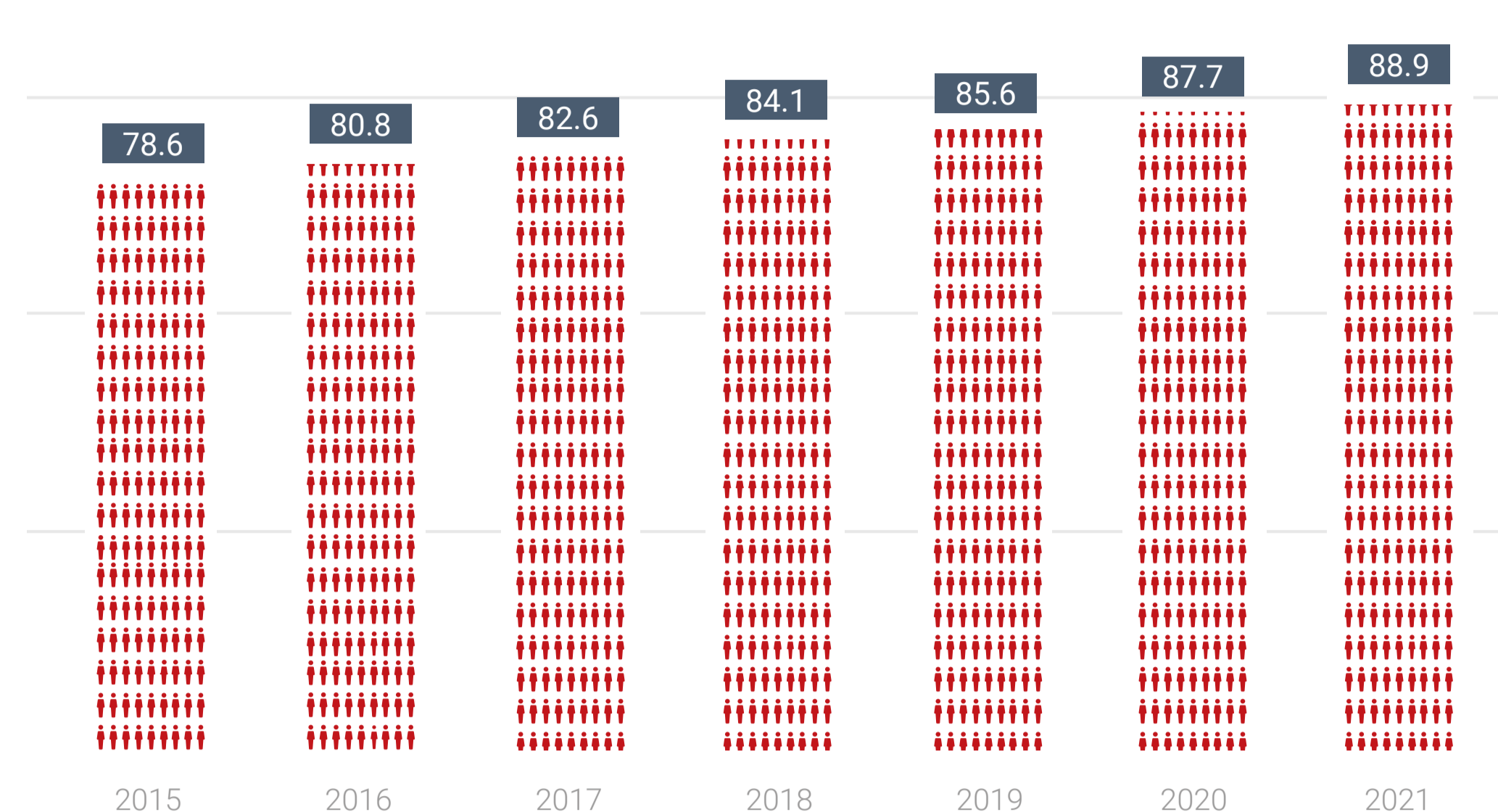


JAPAN IS RANKED AS THE 4<sup>TH</sup> RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

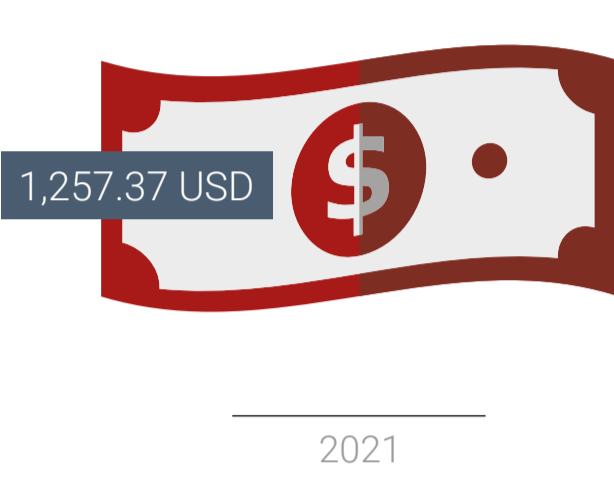
## User Insights

There are currently 82.59 million eCommerce users in Japan, with an additional 6.33 million users to be shopping online by 2021.

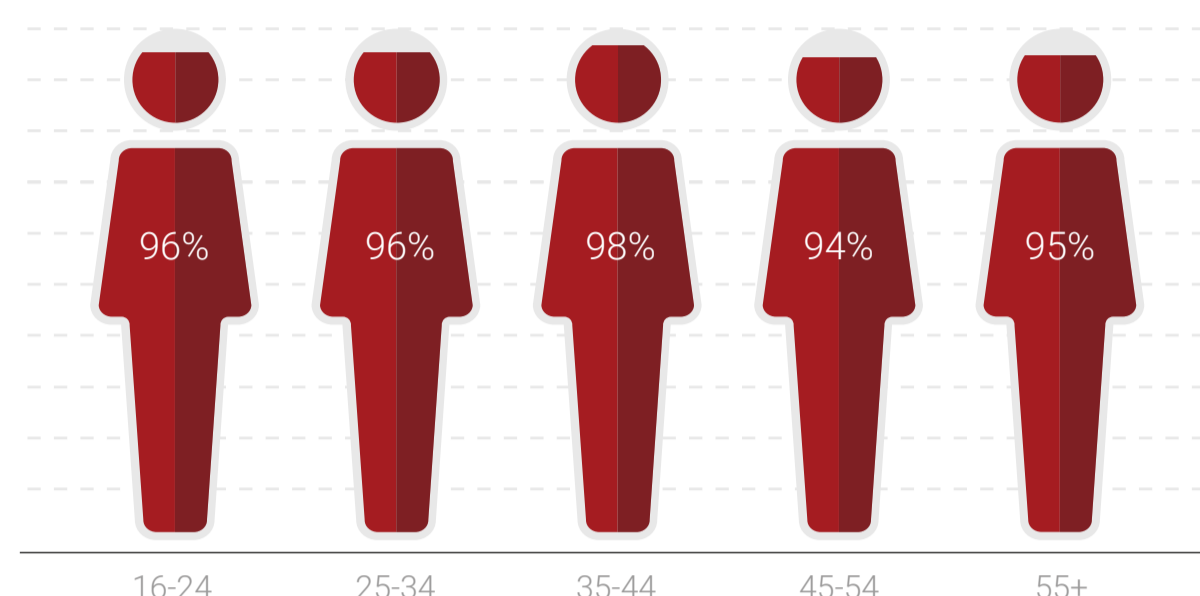
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



## Shopping Categories

Total eCommerce revenue across all product categories is 84.53 billion USD, expected to reach 111.80 billion USD by 2021.

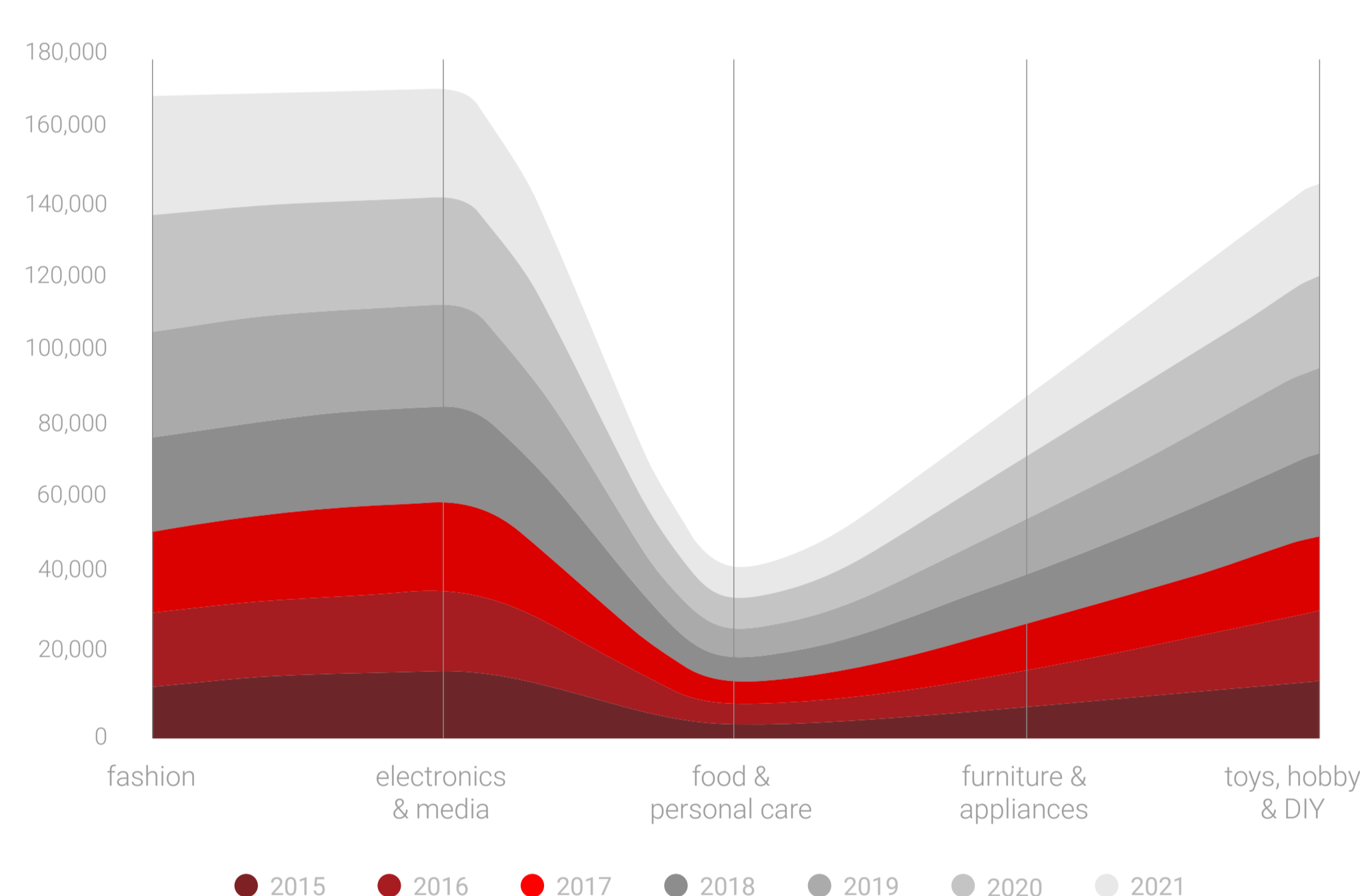


Electronics & Media is currently the leading product category, accounting for 23.73 billion USD market share.



Fashion is second, accounting for 22.28 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



## Logistics & Infrastructure



In 2016, Japan was ranked 12<sup>th</sup> in the World Bank Logistics ranking.

## Preferred Online Payment Methods

75.5% of shoppers prefer to use credit cards online, compared to 4.5% who like to pay with cash on delivery.



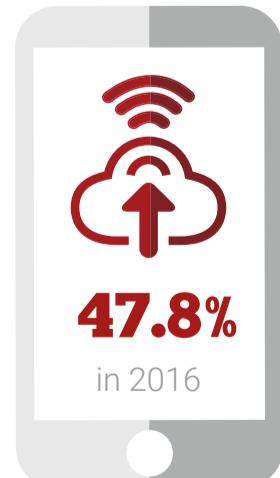
## Where does Japan buy from?

China supplies Japan with 152 billion USD in imports. Other key import partners are the US (63.5 billion USD), Australia (30.7 billion USD), South Korea (25.5 billion USD) and the United Arab Emirates (21 billion USD).



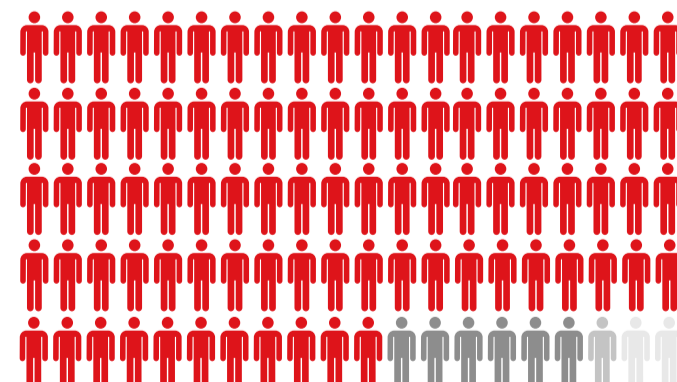
## Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



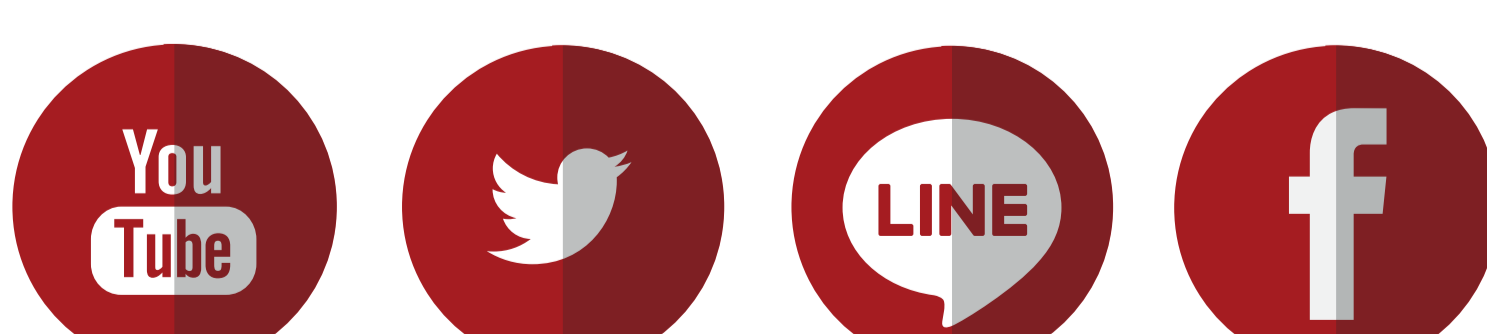
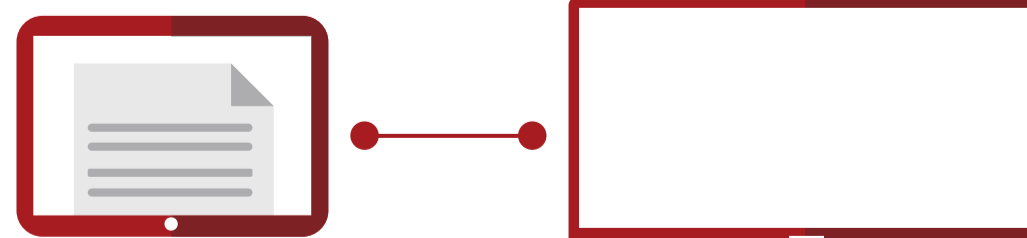
Internet penetration is currently at 82.1%, and should reach 83.2% by 2021.

Smartphone penetration is 47.8% and is projected to grow to 54.4% by 2021.



## Marketing

In 2017, advertising spend in Japan was estimated to be 37.39 billion USD.



52.56 million people in Japan are active monthly social network users, thanks to YouTube, Twitter, LINE and Facebook, which are the leading social networks.

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.