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# JAPAN



127M

total  
population



91,1%

total  
internet penetration



83M

total  
online shoppers



\$111BN

total ecommerce  
sales 2017



21%

growth %  
year over year



15M

consumers have bought  
from a foreign site

60%

of Japanese online  
shoppers prefer to pay  
with credit cards

50%

of ecommerce sales  
in Japan come from  
Rakuten, Amazon and  
Yahoo! Shopping

50%

of online transactions  
are made on mobile  
platforms

# M Market

- Japan is a popular cross-border destination for Asian countries, especially for India and South Korea.
- Given the sufficient availability of goods within the country, cross-border shopping is not popular among Japanese people. It has the lowest foreign buying activity in the Asia-Pacific region, but cross-border confidence is growing.
- With the aging population, Japanese people over the age of 55 spend the most time online amongst all age groups.
- Rakuten, Amazon Japan, and Yahoo Japan Shopping are the three biggest marketplaces in the country, with around 50% of the total Japanese annual e-commerce revenue in 2017.

# C Consumers

- 60% of Japanese shoppers prefer to use credit cards online, compared to 19% who pay with bank transfer and 4.5% who pay with cash on delivery.
- Four years from now, eCommerce users will spend an average of 1,257.37 USD online.
- Today, 50% of the traffic of the big ecommerce sites in Japan comes from smartphones. Smartphones represent more than 50% of ecommerce sales.
- Japanese shoppers are generally risk averse so they only look for brands they know and trust. Low return rates and excellent customer service are expected in their purchases.

# T Tips

- Japanese people respect courtesy heavily. Aggressive, persuasive, and hard-sell approaches of presentation will be seen as poor customer service and lead to loss of loyal and trusting customers.
- High quality physical packaging, presentable products, and detailed product instructions are highly valued. High transparency on return policy and process is essential.
- Click and collect and locker pick-up are still not well developed in Japan. Japanese buyers prefer to be able to choose their own delivery time and date. Retailers and logistics may need to accommodate for Japanese shoppers' delivery preferences.

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