



Consumer Values and Behaviour in Japan

June 2025

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Scope

HIGHLIGHTS

Consumer values and behaviour in Japan

PERSONAL TRAITS AND VALUES

Consumers are troubled by the escalating expenses associated with everyday goods

Baby Boomers prioritize taking precautions for health and safety when leaving home

Japanese consumers seek out distinctively tailored products and services

Gen Z conduct thorough investigations on the goods and services they use

Consumers in Japan expect they will be happier than they are now

Gen Z prepared to do more work in future than they do now

HOME LIFE

While at home, consumers in Japan like to exercise

Safe location - the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to reheat or prepare ready made meals

Japanese have voiced their aversion to cooking

Younger generations claim to lack the knowledge of culinary skills

Consumers in Japan look for healthy ingredients in food and beverages

WORKING LIFE

Gen Z expect to have the capability of performing job duties remotely

Japanese primarily desire to have a sense of assurance in job position

Japanese say they maintain a clear separation between their professional and personal life

LEISURE

Japanese go shopping for enjoyment

Gen Z prefer interacting with their friends virtually

Japanese prioritise value for money when travelling

Gen X expect level of food excellence options when travelling

HEALTH AND WELLNESS

Consumers walk or hike for exercise

Baby Boomers most frequent in participating in group fitness sessions

Japanese are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers are concerned about climate change

Consumers actively working towards greener and more sustainable practices

Consumers in Japan motivated to utilize packaging that is environmentally sustainable

Consumers in Japan utilize social and political media to voice their views and beliefs

SHOPPING

Consumers in Japan visit stores that offer loyalty programs or memberships

Millennials love exploring shopping malls

Consumers frequently search for affordable and store-brand items

Older generations are open to purchasing used or pre-owned goods

Consumers in Japan subscribe to online streaming services

SPENDING

Consumers set to increase spending on health and wellness

Younger generations foresee increasing spending on health and wellness the most
Consumers express a worry over their present economic state
Baby Boomers are most secure in their current financial obligations
Saving money remains top priority among younger Japanese consumers

TECHNOLOGY

Japanese say that targeted ads based on their searches are an invasion of privacy
Younger generations say that it is important to cultivate their personal brand online
Japanese watch videos online
Younger generations regularly utilize mobile applications to monitor their well-being
Older generations most active in using online banking services
Japanese follow or like companies' social media feed or posts
Gen Z frequently share their purchasing habits with their local network online

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