

# General Merchandise Stores in Japan

March 2025

**Table of Contents** 

## General Merchandise Stores in Japan - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Department stores thrives amidst yen depreciation and rising inbound demand

Trend-driven beauty strategy beyond price constraints

Variety stores differentiate through strengthened private label lines

## PROSPECTS AND OPPORTUNITIES

Department stores to seize opportunities from growing inbound demand with emphasis on omnichannel strategy Store-centric variety stores rely on consumer interaction for a competitive edge @cosme's unique strategy in beauty retail

## CHANNEL DATA

- Table 1 General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 Sales in General Merchandise Stores by Channel: Value 2019-2024
- Table 4 Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024
- Table 5 General Merchandise Stores GBO Company Shares: % Value 2020-2024
- Table 6 General Merchandise Stores GBN Brand Shares: % Value 2021-2024
- Table 7 General Merchandise Stores LBN Brand Shares: Outlets 2021-2024
- Table 8 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 9 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 10 Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029
- Table 11 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

# Retail in Japan - Industry Overview

## **EXECUTIVE SUMMARY**

Retail in 2024: The big picture

Changes in the competitive environment in retail

Japan's retail industry embraces digital solutions to combat labour shortages

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

Mother's Day

Father's Day

Summer Bargains

Halloween

Black Friday and Cyber Monday

Christmas and Year-end Bargains

## MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 14 - Sales in Retail Offline by Channel: Value 2019-2024

- Table 15 Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 16 Retail Offline Outlets by Channel: Units 2019-2024
- Table 17 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 18 Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 22 Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 24 Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 27 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 28 Sales in Non-Grocery Retailers by Channel: Value 2019-2024
- Table 29 Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 30 Non-Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 31 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 32 Retail GBO Company Shares: % Value 2020-2024
- Table 33 Retail GBN Brand Shares: % Value 2021-2024
- Table 34 Retail Offline GBO Company Shares: % Value 2020-2024
- Table 35 Retail Offline GBN Brand Shares: % Value 2021-2024
- Table 36 Retail Offline LBN Brand Shares: Outlets 2021-2024
- Table 37 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 38 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 39 Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 40 Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 41 Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 42 Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 43 Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 44 Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
- Table 46 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
- Table 47 Forecast Sales in Retail Offline by Channel: Value 2024-2029
- Table 48 Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
- Table 49 Forecast Retail Offline Outlets by Channel: Units 2024-2029
- Table 50 Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
- Table 51 Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
- Table 52 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
- Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 55 Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
- Table 56 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 57 Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 58 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
- Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 60 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 61 Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
- Table 62 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 63 Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 64 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

# DISCLAIMER

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/general-merchandise-stores-in-japan/report.