



Euromonitor  
International

# Retail E-Commerce in Japan

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth slows with return to physical stores, yet shopping events drive sales  
Amazon Japan leads retail e-commerce  
TAO launches as Temu and other budget e-commerce platforms thrive

PROSPECTS AND OPPORTUNITIES

Diverse payment methods create seamless transactions  
Logistics challenges persist – companies are taking action  
Amazon and Docomo partnership intensifies ecosystem competition

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Retail in Japan - Industry Overview

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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
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