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Redefinition of consumption behaviors in Japan: from Image to Value

Published on October 2009

Report Summary

The Japanese market has, in the last two decades, experienced important upheavals, accentuated by the 2008-2009 financial and economic global crises. In parallel, the Japanese recently developed new behaviors of consumption that have already had a visible impact on various sectors, including fashion and luxury items, distribution, media and information business. In addition, these evolutions, combined with an economic context without precedent, give rise to a radically transformed market. The study identifies the new tendencies of consumption in Japan and their effects on various sectors of industry as well as remedies and advice to better prepare the coming decade. Japanese consumers have adopted new ways of consuming and interacting with their environment. The reasons for those changes are multiple and cannot be explained solely in terms of diminishing disposable income and the economic downturn. (110 pages of analysis, 78 figures, frameworks, CEOs interviews, case studies, forecast)

Scope

- Covers consumption evolution in Japan and contains advice for any business interested in Japanese consumers' behaviors evolutions
- Supported by the key macroeconomic and demographic data affecting the market
- Supported by description of technologies, distribution and media evolutions

Why you should buy this report'

- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research

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Yamato
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