

EXPORTING TO JAPAN

HOW TO MAXIMIZE EVERY
SALES OPPORTUNITY



DHL

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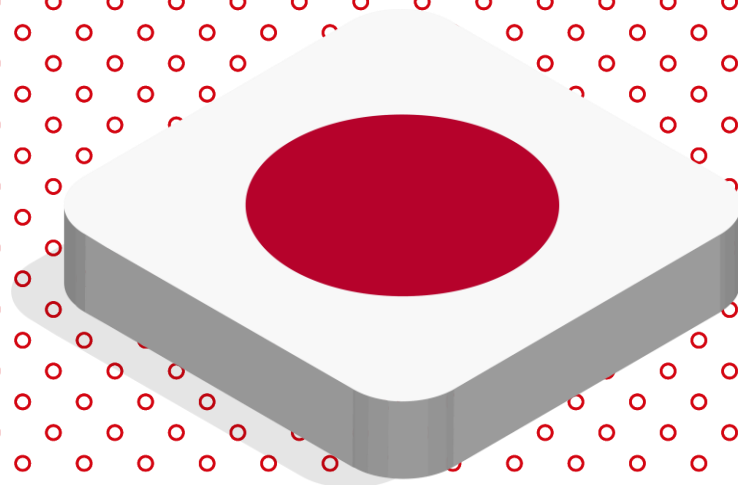


MARKET OVERVIEW

WHY JAPAN?

Japan is a **highly developed country** with significant purchasing power, a **digitally mature population**, and strong credit card and smartphone penetration.

Japan's **trade regulations are easy to navigate**, and its tax laws are relatively straightforward.



MARKET OVERVIEW

Japan has been relatively slow to adopt online shopping, but it's growing fast. **Every year e-commerce takes around 0.5% of the share of total retail** as the popularity of online shopping expands.

User penetration (the number of adult consumers who regularly use e-commerce) reached **78.5% by the end of 2023** and is expected to hit 92.8% by 2027.

Fast delivery represents a large part of the rising growth in e-commerce. Speed and convenience are vital.

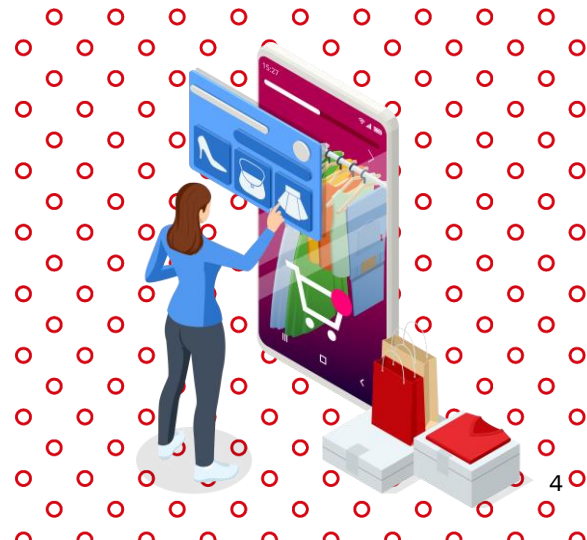
This is impressive growth in the context of Japan's economic place in the world: **Japan is the third largest economy after the USA and China.**

10.29%

e-commerce growth

8.78%

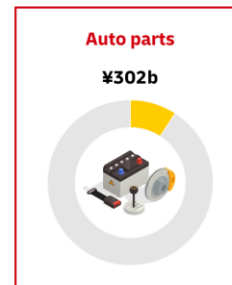
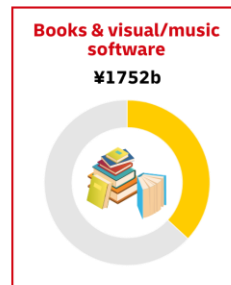
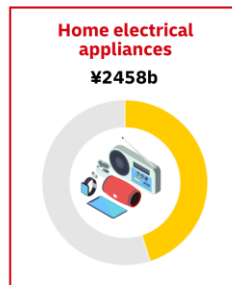
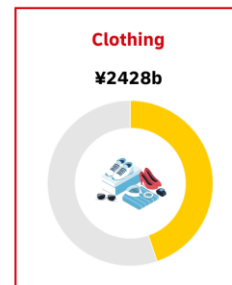
e-commerce share of total retail



WHAT DO JAPANESE SHOPPERS BUY ONLINE?

MARKET DATA

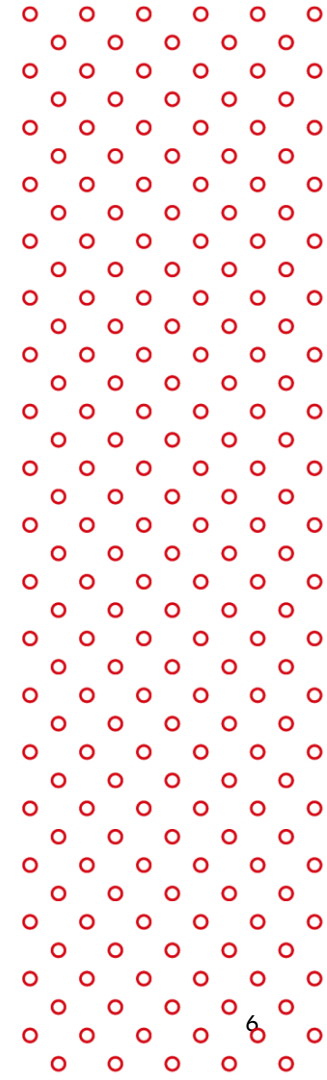
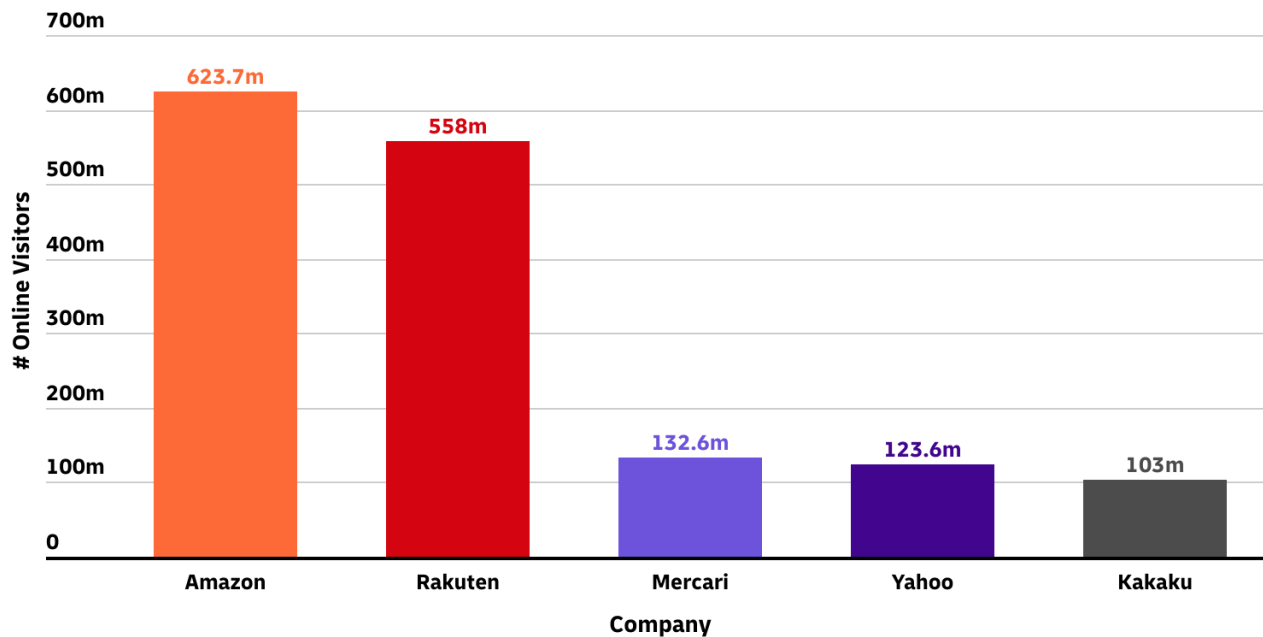
Unlike other countries, e-commerce in Japan isn't entirely dominated by fashion and clothing. Food, cosmetics & pharmaceuticals, electrical goods, and interior décor goods are just as important.



WHERE DO SHOPPERS IN JAPAN BUY ONLINE?

MARKET DATA

The top five most popular online marketplaces in Japan.



POPULAR PAYMENT METHODS

MARKET DATA

Credit cards are the most popular payment method for online purchases among digital buyers in Japan.

Another unique payment method in Japan is **paying at convenience stores** (known as Konbini), which accounts for about a third of payments and is available at 55,000 locations nationwide. This method is especially popular among teenagers without bank accounts or access to credit.

Cash on delivery is also relatively common, with around **20%** of online buyers using this method due to its perceived security and anonymity when making online purchases.



CONSUMER HABITS

MAKE THE MOST OUT OF JAPANESE'S HOLIDAYS

Japan has a unique number of national holidays and events that e-commerce providers should look out for:

- Gift purchases rise during **Valentine's Day**, White Day, and Christmas Day
- Many Japanese take a vacation during **Shogatsu** (New Year Holiday period: December 28 – January 3) and **Obon holiday** (5 days in mid-August) and tend to be absent from home
- Hatsu-Uri (New Year Sale) takes place in early January
- **Winter Clearance Sale** occurs in February, mainly for fashion items
- **Shin Sei Katsu sale** (Back to School & New Life Sales) runs from March to early April (recently starting from mid-February)
- **Golden Week Sale** takes place from the end of April to early May
- **Bonus Sale** occurs in Summer/Winter (Seasonal bonuses are paid twice a year in Japan in early July and mid-December) in June-July and December

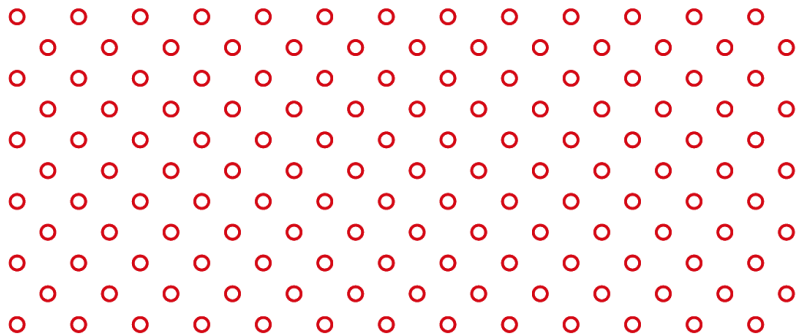


ENTERING THE MARKET

DISTRIBUTION AND CERTIFICATION

THE CHALLENGE

- Understand the import procedures and requirements for shipping products to Japan. Japanese addresses and zip codes must be accurately listed, as many towns and street names can sound similar.
- Understanding and ensuring you meet certification standards are necessary requirements.



THE SOLUTION

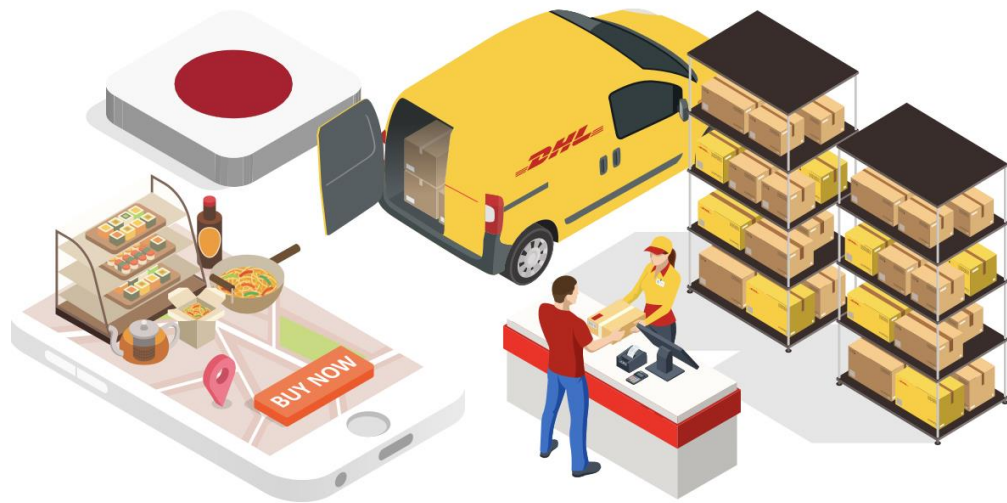
- Finding an expert distributor can help you navigate the local market and make it easier for you to sell your products in Japan - DHL is the market leader.
- DHL Express Japan and Tokyo Customs have signed a memorandum of understanding to improve customs clearance of international express cargo part of the Authorized Economic Operator (AEO) program under which DHL is certified.
- Food products must be clearly labeled in Japanese at the point of sale to indicate their country of origin and any potential allergens. Food Sanitation Laws also apply to other products related to food or human consumption, such as kitchen utensils and cooking ware.

ENTERING THE MARKET

BE SMART WHERE YOU SELL

MARKET STRATEGY

- Sell on Japanese **e-commerce platforms**. Consider selling your products on popular e-commerce platforms in Japan. This can help you reach a wider audience and increase your sales.
- Offer **fast, flexible delivery** – and be smart about what you sell.
- Japanese consumers are now well accustomed to flexible delivery services offering adjustable delivery times, including next day delivery. Houses and indoor living/working spaces in Japan don't have much space, so large household items or furniture sold by international brands tend not to be in high demand.



THANK YOU

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