Food and Grocery Retailing in Japan - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Food and grocery is by far the largest product category, accounting for a majority of the total retail sales in 2014. Aging population and price consciousness of the consumers is driving the retailers to attach more importance to convenience in their store layout and increasing number of retailers are launching private labels to attract customers. Hypermarkets, supermarkets, and hard discounters account for the majority share of 40.4% in terms of spend per channel. Sales through online channel are still in nascent stages, given the fact that consumers prefer physical stores to purchase products. However, sales through online channel is expected to witness healthy double-digit growth over the next few years.

Key Findings
- Food and grocery is expected to grow at a CAGR of 1.7%
- Private labels are finding increasing adoption against the backdrop of conscious consumerism.
- Consumers place high importance on healthy eating, and are willing to pay premium prices for products that offer healthy nutrition.
- Growing aging population and single households in Japan open new opportunities for retailers
- Packaged food segment is expected to be the most promising market during the forecast period, with a CAGR of 3% over the next five years.

Synopsis
"Food and Grocery Retailing in Japan - Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?

- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting food and grocery retail dynamics for drinks, household products, packaged food, tobacco and unpackaged food from 2009 to 2019
- Sales of food and grocery products through the following channels from 2009 to 2019: Hypermarkets, supermarkets and hard-discounters; food and drinks specialists; convenience stores (including Independents) and gas stations; cash and carries and warehouse clubs; other general and non-specialist direct retailers; value, variety stores and general merchandise retailers; online; drug stores and health and beauty stores; vending machines; duty free retailers; department stores; other specialist retailers
- An overview of key food and grocery retailers operating across Japan and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on food and grocery sector in the Japan retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in food and grocery category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including drinks, household products, packaged food, unpackaged food and tobacco in the market, with insights on performance across key channels from 2009, with forecasts until 2019

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the food and grocery market

- Analysis of key international and domestic players operating in the food and grocery market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

Contents:
1 Introduction
1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
3.1 A slowing economy continues to pose new challenges to retailers
3.1.1 Sluggish economic growth constricting retail spend
3.1.2 Falling household saving indicates high spending levels
3.1.3 Service sector leads with better employment opportunities
3.1.4 Japan moves out of deflation, a good sign for the retail sector
3.1.5 Financial burdens suppressing household spending
3.2 Japan's elderly creating new opportunities for the retailers
4 Japanese Shoppers
4.1 Private labels are finding increasing adoption
4.2 Increasing spend by older customers- A positive sign for retailers
4.3 Retailers respond to increasing demand for convenience by customers
4.4 Changing consumer buying behavior with rising working women and smaller households
4.5 Rising tourist arrivals spurs retail growth in Japan
5 Doing Business in Japan
5.1 Summary
5.1.1 Bureaucracy
5.1.2 Business culture
5.1.3 Geography
5.1.4 Infrastructure and logistics
5.2 New legislation to permit 10,000 new tax-free shops in the country
5.3 New food labeling law came into force in 2015
5.4 Taxation in Japan
5.4.1 Corporate Tax
5.4.2 Consumption tax
6 Retail - Product Sectors
6.1 Product Sector Analysis
6.1.1 Food and Grocery
6.2 Food and Grocery Category Overview
6.2.1 Food and Grocery by Channel
6.2.2 Food and Grocery by Category
6.3 Food and Grocery Category Analysis
6.3.1 Drinks
6.3.2 Household Products
6.3.3 Packaged Food
6.3.4 Tobacco
6.3.5 Unpackaged Food
6.4 Major Retailers
7 Appendix
7.1 Definitions
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer
List of Figures

Figure 1: GDP Value (US$ billion), 2008-2014
Figure 2: Growth Rate of GDP (US$ billion, %), 2008-2014
Figure 3: GDP Value and Growth (JPY billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (JPY billion, %), 2014-2019
Figure 5: Household Net Saving Rate (% of Disposable Household Income), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate(%), 2004-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of Japan (US$ billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
Figure 12: Rural and Urban Populations (millions) 2004, 2014, and 2019
Figure 13: Total Population and Growth Rate ( Millions, %), 2004-2019
Figure 14: Population Split by Gender (%), 2014 and 2019
Figure 15: Population Split by Age Group (%), 2014 and 2019
Figure 16: Per Capita Spend on Retail (JPY), 2006 and 2014
Figure 17: Per Capita Spend (JPY) and Total Retail Spend by Age Group (%), 2006 and 2014
Figure 18: Major retailers and their private label products
Figure 19: Rising share of elderly population in Japan
Figure 20: Convenience seeking customers
Figure 21: Percentage of Private Households by Family Type
Figure 22: Tourist arrivals to Japan, (in thousands), 2009 and 2014
Figure 23: Major Cities with High Spend on Retail
Figure 24: Key Components of Doing Business in Japan
Figure 25: Share of Food and Grocery in Total Retail Sales, 2014 and 2019
Figure 26: Retail Sales Value and Growth (JPY billion, %) of Food and Grocery, 2014-2019
Figure 27: Spend per Head on Food and Grocery, 2014 and 2019
Figure 28: Online Spend in Food and Grocery (JPY billion, %) 2014-2019
Figure 29: Online Share of Total Food and Grocery Spend, 2014 and 2019
Figure 30: Spending per Channel in Food and Grocery (%), 2014 and 2019
Figure 31: Japan Food and Grocery Retail Sales and Forecast (JPY bn), by Channel Group, 2009-2019
Figure 32: Japan Food and Grocery Retail Market Dynamics, by Channel Group, 2009-2019
Figure 33: Japan Food and Grocery Retail Sales and Forecast (JPY bn), by Category 2009-2019
Figure 34: Japan Food and Grocery Retail Market Dynamics, by Category 2009-2019
Figure 35: Japan Drinks Retail Sales and Forecast (JPY bn), by Channel Group, 2009-2019
Figure 36: Japan Drinks Retail Segmentation, by Channel Group, 2009-2019
Figure 37: Japan Household Products Retail Sales and Forecast (JPY bn), by Channel Group, 2009-2019
Figure 38: Japan Tobacco Retail Sales and Forecast (JPY bn), by Channel Group, 2009-2019
Figure 39: Japan Unpackaged Food Retail Sales and Forecast (JPY bn), by Channel Group, 2009-2019
Figure 40: The Triangulated Market Sizing Methodology

List of Tables

Table 1: Japan Food and Grocery Retail Sales (JPY bn), by Channel Group, 2009-2014
Table 2: Japan Food and Grocery Retail Sales Forecast (JPY bn), by Channel Group, 2014-2019
Table 3: Japan Food and Grocery Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 4: Japan Food and Grocery Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 5: Japan Food and Grocery Retail Segmentation (% value), by Channel Group, 2009-2019
Table 6: Japan Food and Grocery Retail Sales (JPY bn), by Category 2009-2019
Table 7: Japan Food and Grocery Retail Sales Forecast (JPY bn), by Category 2014-2019
Table 8: Japan Food and Grocery Retail Sales (US$ bn), by Category, 2009-2014
Table 9: Japan Food and Grocery Retail Sales Forecast (US$ bn), by Category, 2014-2019
Table 10: Japan Food and Grocery Retail Segmentation (% value), by Category, 2009-2019
Table 11: Japan Drinks Retail Sales (JPY bn), by Channel Group, 2009-2014
Table 12: Japan Drinks Retail Sales Forecast (JPY bn), by Channel Group, 2014-2019
Table 13: Japan Drinks Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 14: Japan Drinks Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 15: Japan Drinks Retail Segmentation, by Channel Group, 2009-2019
Table 16: Japan Household Products Retail Sales (JPY bn), by Channel Group, 2009-2014
Table 17: Japan Household Products Retail Sales Forecast (JPY bn), by Channel Group, 2014-2019
Table 18: Japan Household Products Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 19: Japan Household Products Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 20: Japan Household Products Retail Segmentation, by Channel Group, 2009-2019
Table 21: Japan Packaged Food Retail Sales (JPY bn), by Channel Group, 2009-2014
Table 22: Japan Packaged Food Retail Sales Forecast (JPY bn), by Channel Group, 2014-2019
Table 23: Japan Packaged Food Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 24: Japan Packaged Food Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 25: Japan Packaged Food Retail Segmentation, by Channel Group, 2009-2019
Table 26: Japan Tobacco Retail Sales (JPY bn), by Channel Group, 2009-2014
Table 27: Japan Tobacco Retail Sales Forecast (JPY bn), by Channel Group, 2014-2019
Table 28: Japan Tobacco Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 29: Japan Tobacco Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 30: Japan Tobacco Retail Segmentation, by Channel Group, 2009-2019
Table 31: Japan Unpackaged Food Retail Sales (JPY bn), by Channel Group, 2009-2014
Table 32: Japan Unpackaged Food Retail Sales Forecast (JPY bn), by Channel Group, 2014-2019
Table 33: Japan Unpackaged Food Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 34: Japan Unpackaged Food Retail Sales Forecast (US$ bn), by Channel, 2014-2019
Table 35: Japan Unpackaged Food Retail Segmentation, by Channel Group, 2009-2019
Table 36: Key Food and Grocery Retailers in Japan
Table 37: Japan Exchange Rate JPY-USD (Annual Average), 2009-2014
Table 38: Japan Exchange Rate JPY-USD (Annual Average), 2015-2019 Forecasts
Table 39: Retail Channel Definitions
Table 40: Retail Category Definitions

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