

An aerial photograph of a sprawling Japanese city, likely Tokyo, showing a dense concentration of skyscrapers and commercial buildings. A large black rectangular box is superimposed over the center of the image, containing the title and author's name in white text. Below the city, a green park area with trees and some sports fields is visible.

# Japan Market 101

Yitian(Timmy) Wang

# Overview

- Country profile
- Australia Trade with Japan
- The Japanese Consumer
- Opportunities
- Case study





# Country profile

## Population

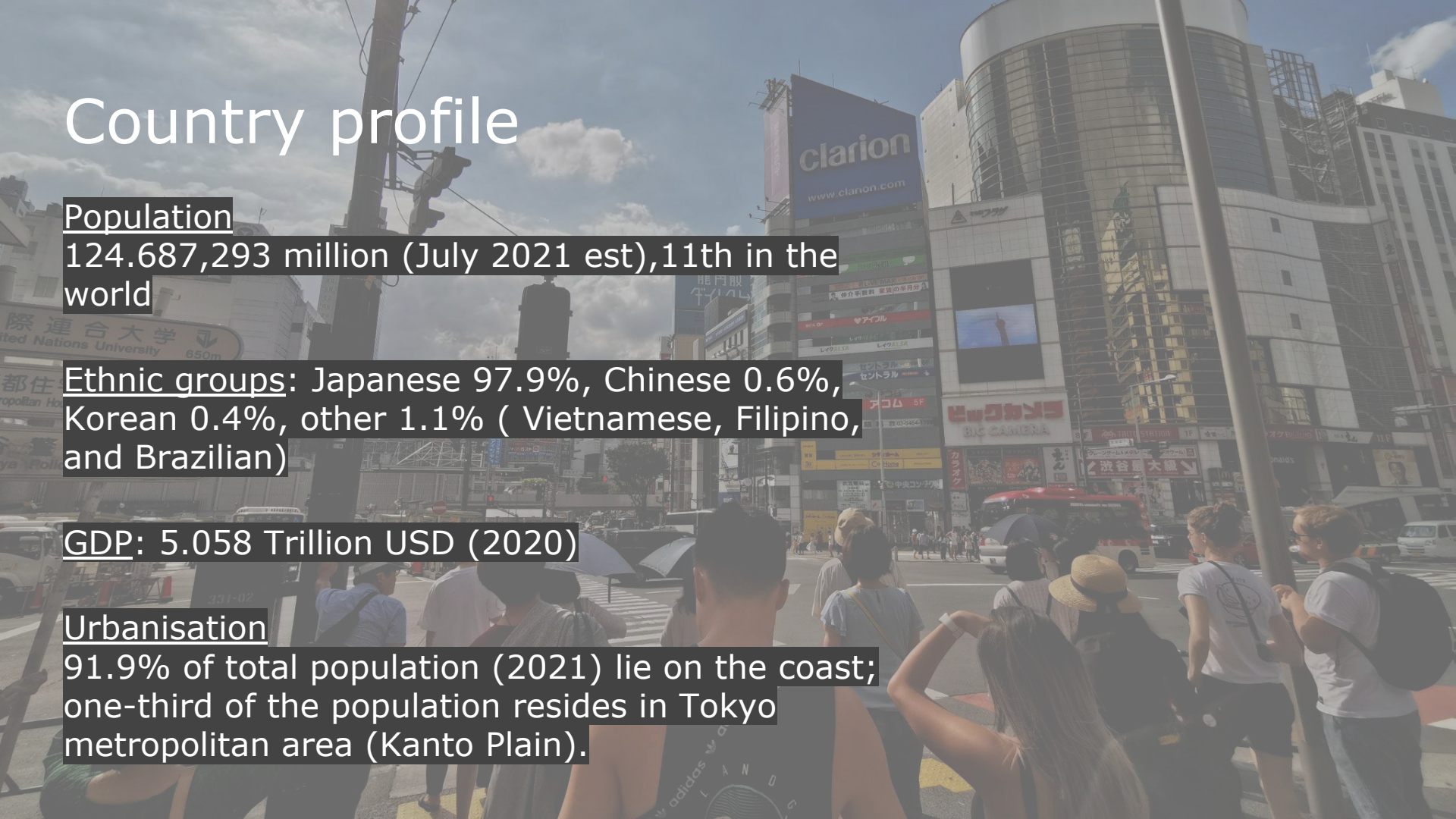
124.687,293 million (July 2021 est), 11th in the world

Ethnic groups: Japanese 97.9%, Chinese 0.6%, Korean 0.4%, other 1.1% ( Vietnamese, Filipino, and Brazilian)

GDP: 5.058 Trillion USD (2020)

## Urbanisation

91.9% of total population (2021) lie on the coast; one-third of the population resides in Tokyo metropolitan area (Kanto Plain).



# Populated cities and regions (2021)

37.340 million Tokyo (capital),

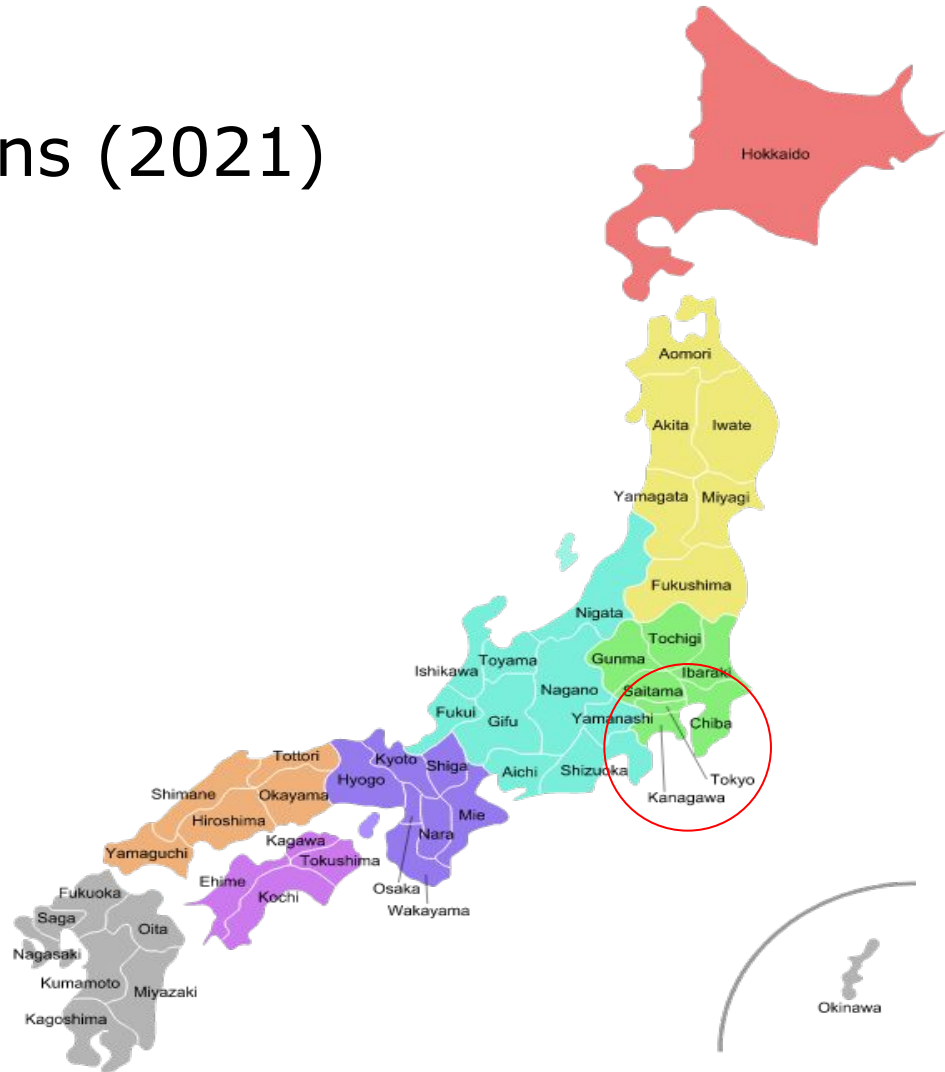
19.111 million Osaka,

9.566 million Nagoya,

5.516 million Kitakyushu-Fukuoka,

2.930 million Shizuoka-Hamamatsu,

2.670 million Sapporo





# Economy



Government-industry cooperation, a strong work ethic, mastery of high technology

Keiretsu, and lifetime employment significantly eroded under the dual pressures of global competition and domestic demographic change.

Scarce in critical natural resources, dependent on imported energy and raw materials.

Japan's government sought to open the country's economy to greater foreign competition and create new export opportunities for Japanese businesses.

# Australia - Japan trading & opportunities

- Australia's second largest two-way trading partner in 2019
- 9% to Australian exports.
- Liquefied natural gas , coal, iron ore, beef, copper, sugar, dairy products, grains, and medical instruments etc.
- Heavy industry involved in hydrogen supply chain
- Projects, mega banks, heavy industry





# Consumer in Japan

- Homogeneous, high income society
- Price sensitive, function food that strengthen immunity are also proving popular, including Australian Manuka honey.
- High brand loyalty
- Quality over quantity
- Change of consuming products after the pandemic: eat at home, retail food sales have been increasing, particularly seasonal fruit and vegetables. (Shift to consuming more time to spend less money)



# Social media and e-commerce





# Opportunities - Cosmetics

- Third largest cosmetics market
- Mature domestic market
- Promoting anti-aging and skin moisturising properties is popular
- Australian cosmetics are expected to be made in Australia. The clean and green image. Being organic.



# Case study



# DON DON: DONKI

## Don Quijote (ドン・キホーテ) Japan

- Discount chain store
- Over 160 locations in Japan
- Operates in Asia Pacific region



# Unique business model

- Compress the presentation
- Long lasting operating hours
- Navigating the shop like a maze.
- Attract customer to stay at the store for longer time.



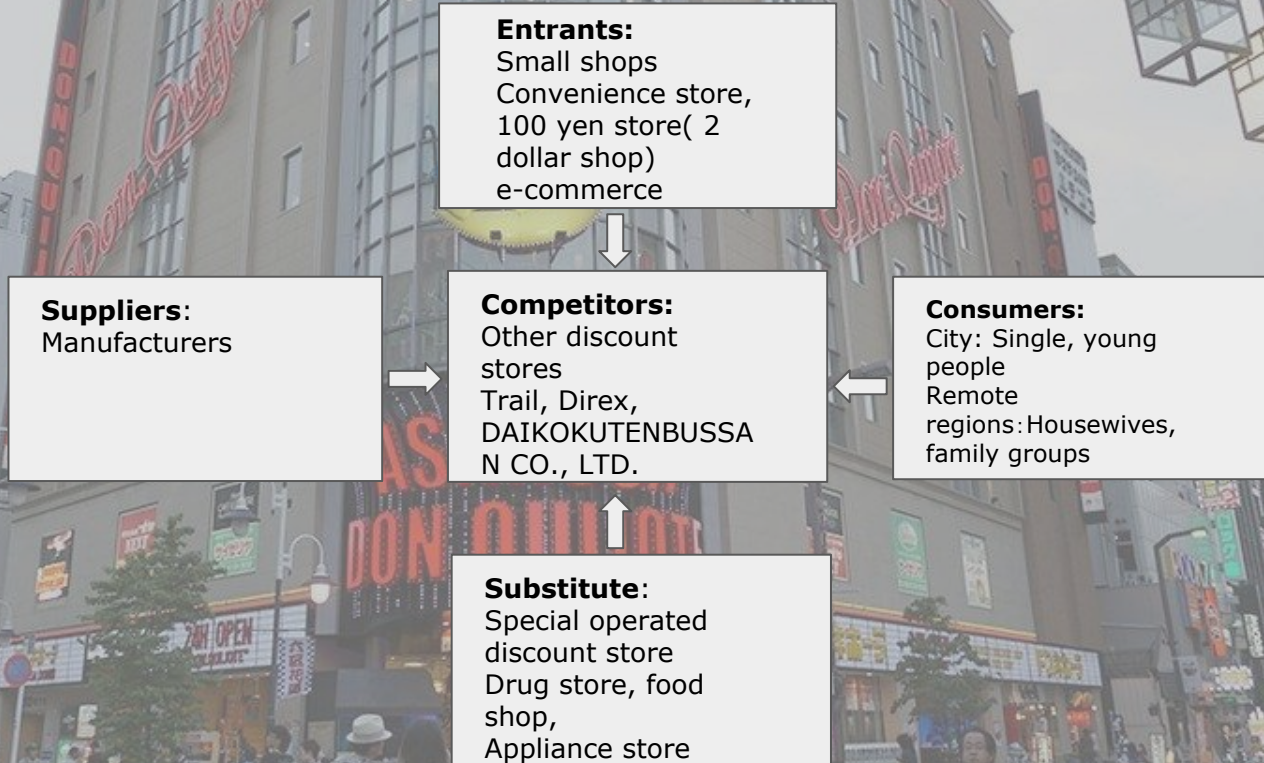


## Current problem

- Concentrated in the metropolitan area.
- Lack of competitiveness in the suburb and rural cities.
- Foreigner tourists can not enter Japan due to pandemic.



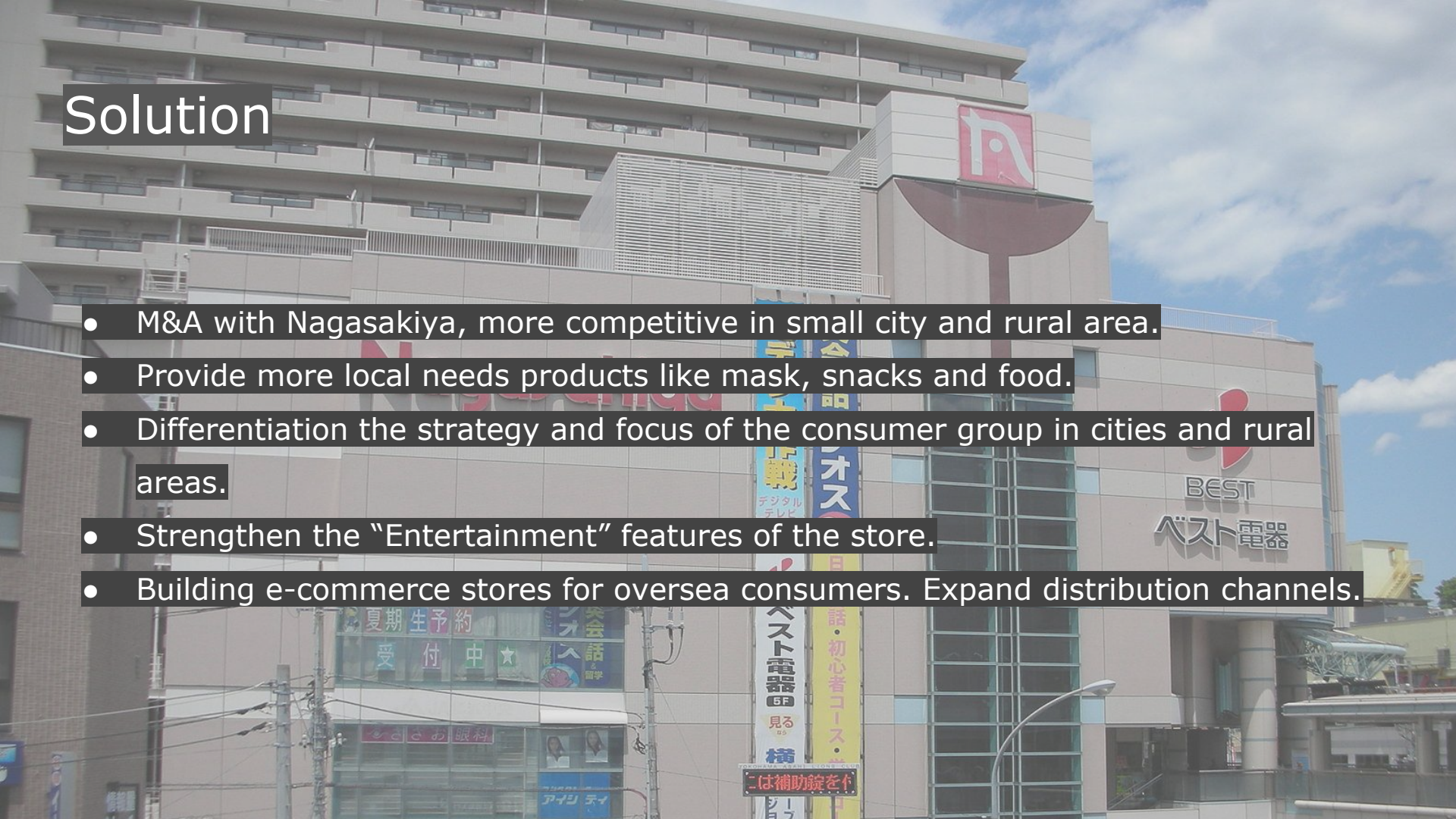
# Porter's 5 forces model analysis





# Solution

- M&A with Nagasakiya, more competitive in small city and rural area.
- Provide more local needs products like mask, snacks and food.
- Differentiation the strategy and focus of the consumer group in cities and rural areas.
- Strengthen the “Entertainment” features of the store.
- Building e-commerce stores for oversea consumers. Expand distribution channels.





# Unique culture to be noticed

- Cash based society
- Anime culture
- Vending machine
- Exchanging name cards
- Having food at the restaurant



# Reference

<https://www3.nhk.or.jp/news/html/20200812/k10012564541000.html>

<https://news.yahoo.co.jp/articles/1d273edf8514d8f7e570b88de4bc3211013126d2>