

MARKET REPORT



Online Retail in Japan

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Online Retail in Japan

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Online Retail in Japan

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Summary

Online Retail in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The Online Retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.
- The Japanese online retail sector generated total revenues of \$48.7bn in 2018, representing a compound annual growth rate (CAGR) of 10.9% between 2014 and 2018.
- The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of \$15.7bn, equivalent to 32.2% of the sector's overall value.
- Japan has one of the largest online retail sectors in the world along with the US, China, the UK, and Germany. High levels of digital literacy and mobile phone penetration have driven the Japanese sector in recent years.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Japan
- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan online retail market with five year forecasts

Reasons to Buy

- What was the size of the Japan online retail market by value in 2018?
- What will be the size of the Japan online retail market in 2023?
- What factors are affecting the strength of competition in the Japan online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Japan's online retail market?

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