

Digital Marketing in Japan

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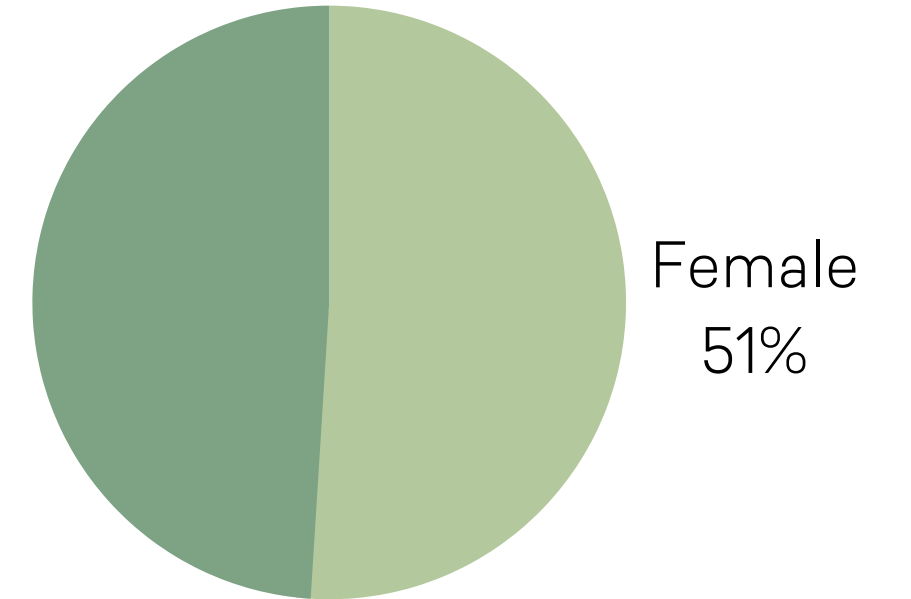


INTRODUCTION TO JAPAN

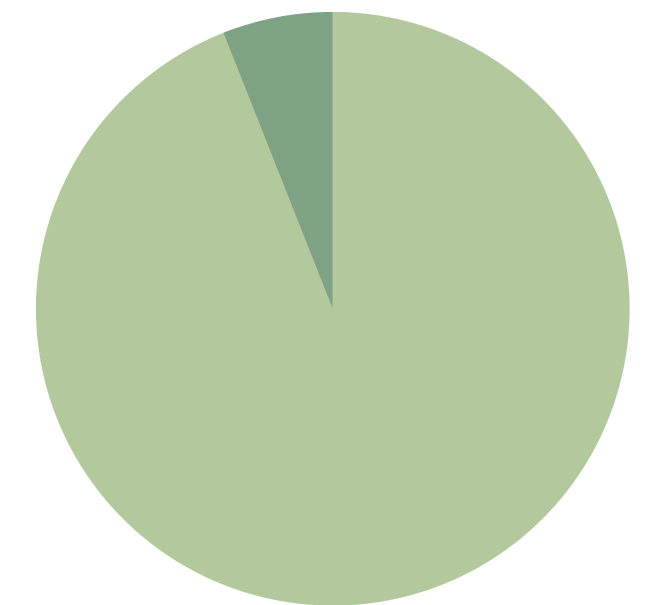


- Population 125.8 million.
- Median population age is 49.2.
- Japan ranked in 11th in the world for populations density.
- In terms of economy, Japan is extremely strong. It has the 3rd largest economy in the world.
- As of January 2022, there were 118.3 million internet users, which is an internet penetration rate of 94%.

Male
49%



Non Internet Users
6%



Internet Users
94%



WHY SHOULD YOU CONSIDER MARKETING IN JAPAN?



Extremely high internet penetration rate, so you can reach the majority of the population through digital channels



Large and strong economy



Their market is characterised by consumers with high levels of disposable income which is good for B2C business

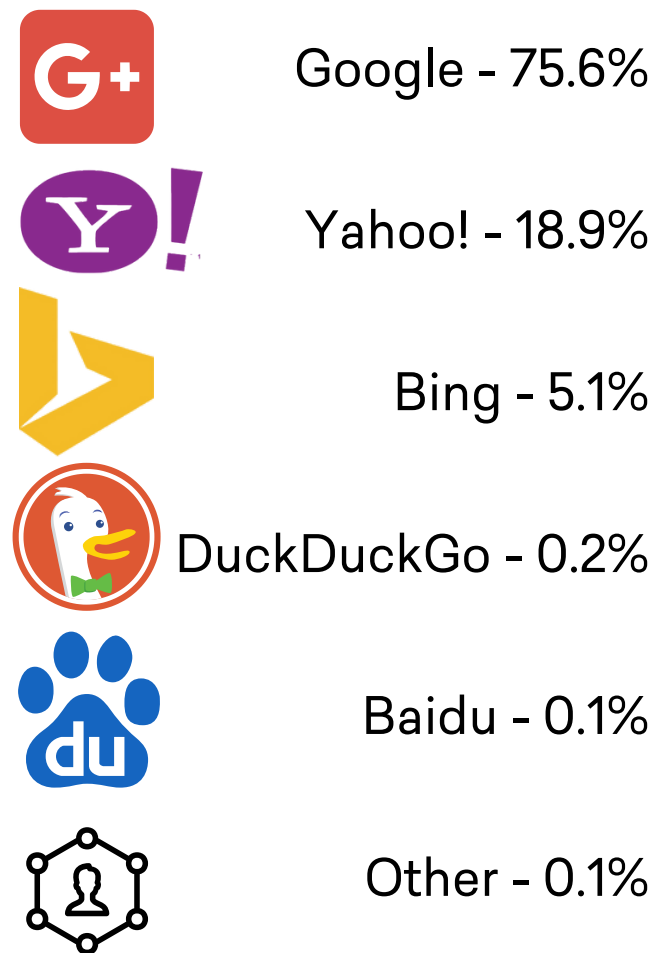


The country has a highly developed infrastructure, which is ideal for the transportation / distribution of products and services

INTERNET USER BREAKDOWN



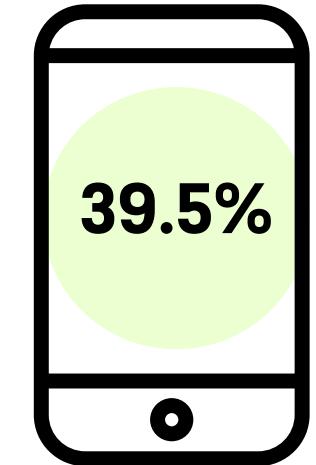
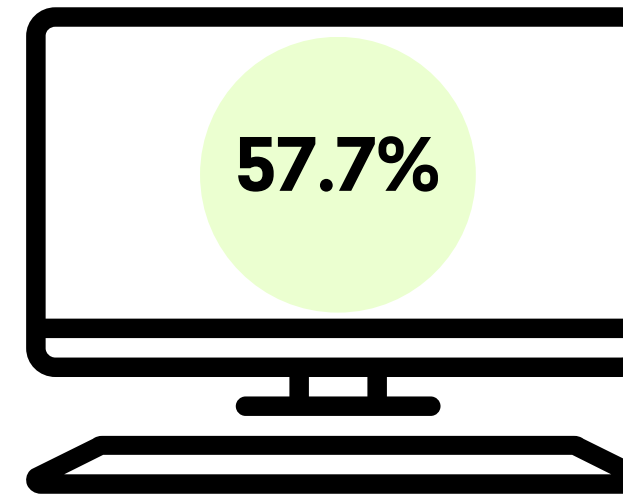
Search Engines:



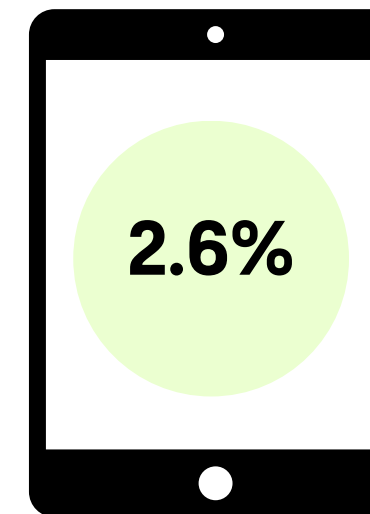
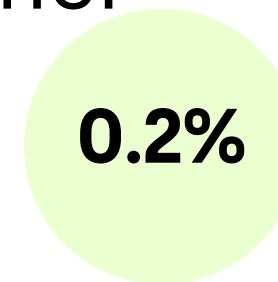
Percentages_of the market share

0 20 40 60 80

DEVICE BREAKDOWN



Other



TYPICAL JAPANESE USER

Spends around 4 hours 26 mins online per day

Listens to music streaming services

Spends 51 mins of online time on social media



As a consumer:
Reputation / quality of a brand is more important than price, like luxury goods

Follows the news and Uses gaming consoles

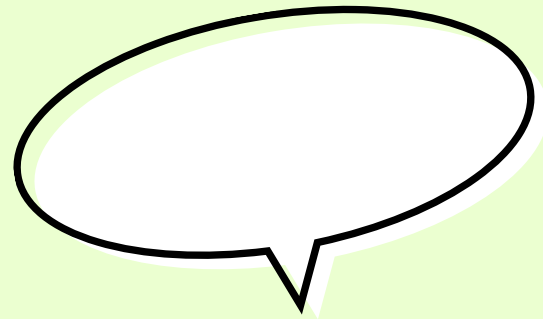
55% have concerns about knowing what is real and what is fake on the internet

30% worry about how companies are using their data

20% decline cookies on websites

20% use ad blocking tools

POPULAR TYPES OF CONTENT

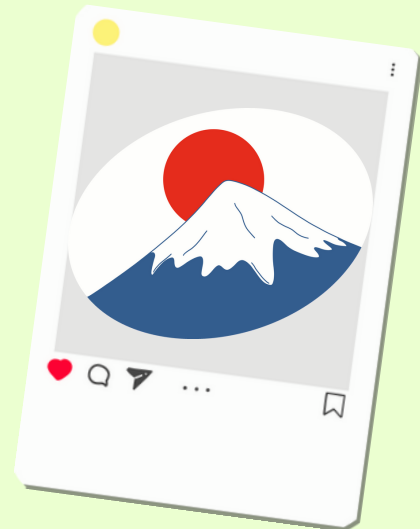


Reviews, testimonials or case studies

Reputation, trust and quality are very important to Japanese consumers, so you want to develop a content strategy that shows that you have a good reputation for providing quality products / services or keeping customers happy

Video content

73.1% of users are watching video content each week online

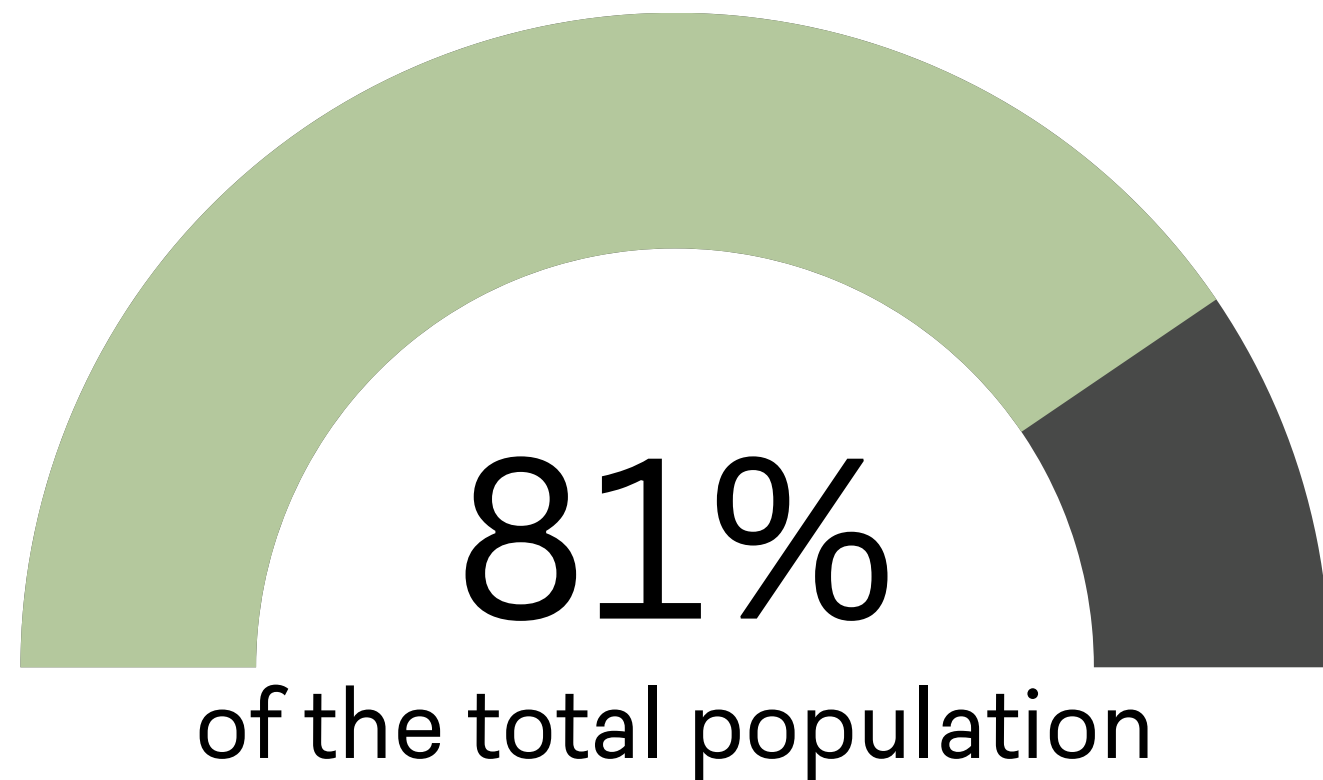


Localised in Japanese

This is a legal requirement - even foreign adverts need to include some Japanese so it's crucial that you work with a marketing expert who speaks the language

SOCIAL MEDIA USAGE







102 million social media users
as of January 2022



There was a 9% increase in users
between 2001 and 2022

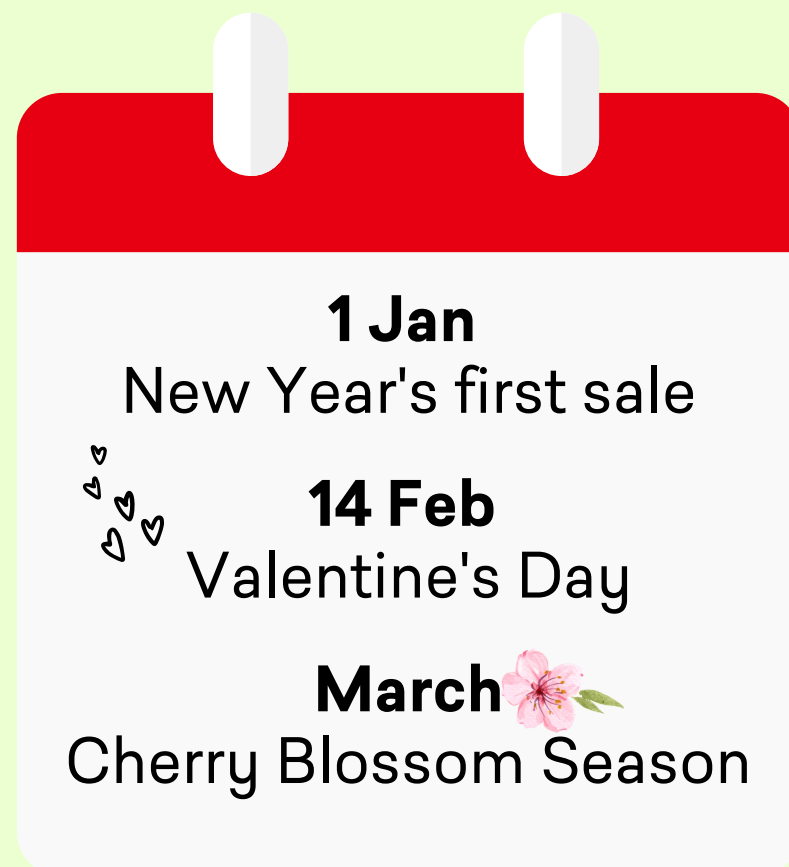
The top 5 social media platform
are Line, Twitter, Instagram,
Facebook and iMessage

Line is a type of messaging app.
It's South Korean, but it's
especially popular in Japan

	102 million
	89 million
	58.95 million
	46.1 million
	15.55 million
	3 million

KEY MARKETING DATES IN JAPAN

Here are some important dates that you can make use of when marketing in Japan, especially if you're creating a content strategy. You can also check out our marketing calendar for more international dates and holidays.



1 Jan
New Year's first sale

14 Feb
Valentine's Day

March
Cherry Blossom Season



Golden Week
Shōwa Day – 29th April
Constitutional Memorial Day – 3rd May
Greenery Day – 4th May
Children's day – 5th May



Summert Gift (ochu-gen)
July / August

Obon
13th - 15th August



Silver Week
Respect for the aged Day - 18th September
Autumnal Equinox Day - 23rd September

End of Year Gift (oseibo)
November

CONCLUSIONS

- Japan has a high internet and social media penetration rate, which makes it a great target for digital marketing activities
- The top 2 devices for internet usage are desktop and mobile
- A typical Japanese user has concerns about fake information and privacy.
- 20% of users will decline cookies which is important to note when analysing your site traffic
- When thinking about your PPC strategy or creating ads, you need to make sure that your copy contains at least some Japanese.
- Similarly with your content, it needs to be localised as a legal requirement.
- When planning your Japanese content strategy, think about content types that will showcase your reputation and the quality of your brand e.g. case studies of clients or customer testimonials.
- The social media platforms with the highest number of users are YouTube, Line, Twitter and Instagram.
- The high number of YouTube users also shows the popularity in video content, which is another content consideration.

ADDITIONAL RESOURCES

- <https://www.trade.gov/country-commercial-guides/japan-market-overview>
- <https://www.wordbank.com/us/blog/market-insights/marketing-to-japanese-consumers/>
- <https://www.digitalmarketingforasia.com/guide-marketing-calendar-japanese-market-winter-spring/>
- <https://www.digitalmarketingforasia.com/marketing-calendar-japanese-market-summer-autumn/>



THANK YOU FOR READING



Want to further discuss digital marketing in Japan, or would like some help with internationalising your business?

Get in touch with us today!



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