

Home and Living Assistance Services in Japan: Key Research Findings 2013

◆ Research Outline

Yano Research Institute has conducted a study on the domestic home and living assistance service market with the following conditions:

1. Research period: From March to April, 2012
2. Research targets: Companies in the business of living assistance services
3. Research methodologies: Face-to-face interviews by the expert researchers, consumer survey, and literature research

What are Home and Living Assistance Services?

This research limits the home and living assistance services to the following five services:

- 1) Home security, 2) Surveillance, 3) Homemaker, 4) Furniture and home-electronics rental, and 5) House-cleaning services. The details of each of the services are listed in the report.

◆ Key Findings

■ **Size of Homemaker Service Market in 2011 Attained 81.122 Billion Yen**

Homemaker service market in FY2011 attained 81.122 billion yen based on the users' payment amount. The market is on the rise due to improved awareness of the service as well as increased repeat customers. Market players are trying to provide more opportunities for consumers to use homemaker services by selling the service as a gift, for instance, which is leading to market expansion. Although the speed may be somewhat slow, sound growth is anticipated for the market. The market size is estimated to reach 98.0 billion yen in FY2012, 120.8% of the size in the previous fiscal year.

■ **Size of Surveillance Services in FY2011 Reached 14.334 Billion Yen, Popularized among Elderly**

Surveillance service market in FY2011 achieved 14.334 billion yen based on the users' payment amount. Aging society and increase of single-person households have encouraged market players to develop adequate services according to each of the household's preference. With increasing number of companies from various industries entering the market, it is highly probable that the market expand steadily, mainly by meeting the needs of services for elderly. The market is expected to attain 16.8 billion yen in FY2012, 117.2% of the size in the previous fiscal year.

◆ **Report format:**

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■ **Reference: List of Services by Category**

Service Category	Details
Home security service	An automatic security service for a general household, where some security guards rush over in case of emergency.
Surveillance service	A service to perceive any trouble that may occur to the customer from a remote area.
Homemaker service	A service to provide daily homemaking support at the residence of the customer.
Furniture and home-electronics rental	A service to rent furniture and home-electronics at the residence of the customer
House cleaning service	A service of thorough and professional cleaning of air conditioners, bathrooms and other water facilities in a general household.