

Market of After-School Care Programs: Key Research Findings 2014

◆ Research Outline

Yano Research Institute has conducted a study on the market of after-school care programs with the following conditions:

1. Research period: April to June, 2014
2. Research target: Companies and institutions in the business of after-school care programs
3. Research methodologies: Face-to-face interviews by the specialized researchers, surveys via telephone/FAX/mail-in questionnaire, and literature research

What is Market of After-School Care Programs?

The market of after-school care programs in this research indicate nursery care services to take care of children after schools operated by private organizations. Only those programs operated by private sector are included in this research, and not those by public institutions or local governments. The programs owned by public sector who asked operation to private organizations, such as “After School Children’s Club,” are included.

◆ Key Findings

■ **Market of After-School Care Programs in FY2013 Expanded to 269.3 Billion Yen, 105.8% of Prior Year**

The market of after-school care programs have grown to 269.3 billion yen in FY2013, 105.8% of the size in the previous year. With number of facilities for the programs and children registered to them increasing year by year, the market is showing steady expansion.

The tendency partly attributes to increasing number of double-income households, and more eagerness by parents for children to play in safer places.

■ **Government Growth Strategies Drove Market Vitalization, But Also Caused Concerns of Rapid Expansion**

The government expressed its intention to increase the capacity of after-school care programs to another 300 thousand children within the next five years. On the other hand, however, the market has come to face new challenges to overcome; improvement of working conditions for instructors and securing of more staff. In other word, it is required to attain improvement both in quality and quantity.

■ After-School Care Programs Owned/Operated by Private Sector Successfully Provide Diverse Services

The privately owned/operated after-school programs and services have diversified, because recent influx of companies entering the after-school care market ranges from railroad companies, private preparatory schools, to fitness clubs, and etc., providing various services not confined to educational ones but also the ones making use of their respective strength.

◆ Report format:

Published report: “Child-Related Market 2014”

Issued on: June 30, 2014

Language: Japanese

Format: 563 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

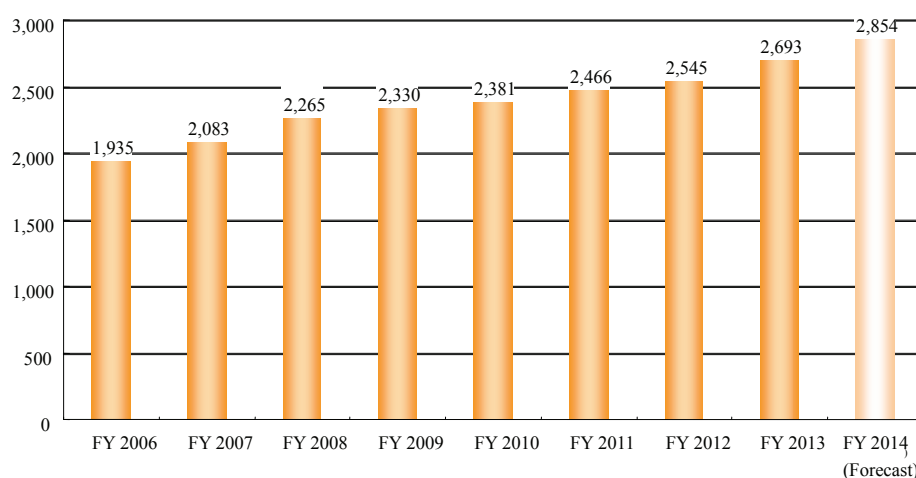
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■ Figure 1: Transition of Market Size of After-School Care Programs



Notes:

1. The figure is based on turnover from businesses.
2. The market of after-school care programs in this research indicate nursery care services to take care of children after schools operated by private organizations. Only those programs operated by private sector are included in this research, and not those by public institutions or local governments. The programs owned by public sector who asked operation to private organizations, such as “After School Children’s Club,” are included.