

## **Credit Card Shopping Market in Japan: Key Research Findings 2014**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on credit card shopping market with the following conditions:**

1. Research period: From July to December, 2014
2. Research target: Domestic leading credit card issuers, smartphone-payment solution providers, etc.
3. Research methodologies: Face-to-face research by the expert researchers, surveys via telephone/email

**What is the credit card shopping market?**

The credit card shopping market is calculated based on shopping billings of credit card members who have used credit cards for shopping in and outside the country.

### ◆ **Key Findings**

■ **Credit Card Shopping Market in FY2013 Attained ¥42 Trillion, 108.7% on Y-o-Y Basis**

Size of the credit card shopping market in FY2013 (based on credit card shopping billings) attained 42 trillion yen, 108.7% of that of the previous fiscal year. In addition to the efforts by card issuers to raise credit card availability, less hesitation of using credit cards by consumers, more opportunities to use the cards at various stores, and improved availability of credit cards within the EC market have contributed to the market growth.

■ **Smartphone-Payment Solution Business On the Rise**

As more smartphones and tablets are used among consumers, expansion is seen for smartphone- (or tablet-) payment solution business which offers cheaper and simpler credit-card payment method than other terminals. Consumers are only to connect the hardware (skin-jacket type or dongle type) to the smartphone or tablet. The solutions are likely to be introduced by small or mid-size companies and sole proprietors, due to increasing demands from sales persons of life or non-life insurance, delivery service businesses, restaurant chains that settle the payment at each of customers table, and more.

■ **Increasing Member Stores and Cashless Trends Likely to Raise Credit Card Shopping Market to Attain ¥63 Trillion by FY2018**

With number of member stores increasing towards the Olympic Games to be held in 2020 and with the recent cashless trends, and on top of more people beginning to use credit cards for payment of public utility charges, education expenses, and donations, the credit card shopping market is expected to be steadily on the rise. The market for FY2018 is likely to attain 63 trillion yen, based on credit card shopping billings.

◆ **Report format:**

Published report: “Credit Card Market 2014”

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Price: 120, 000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

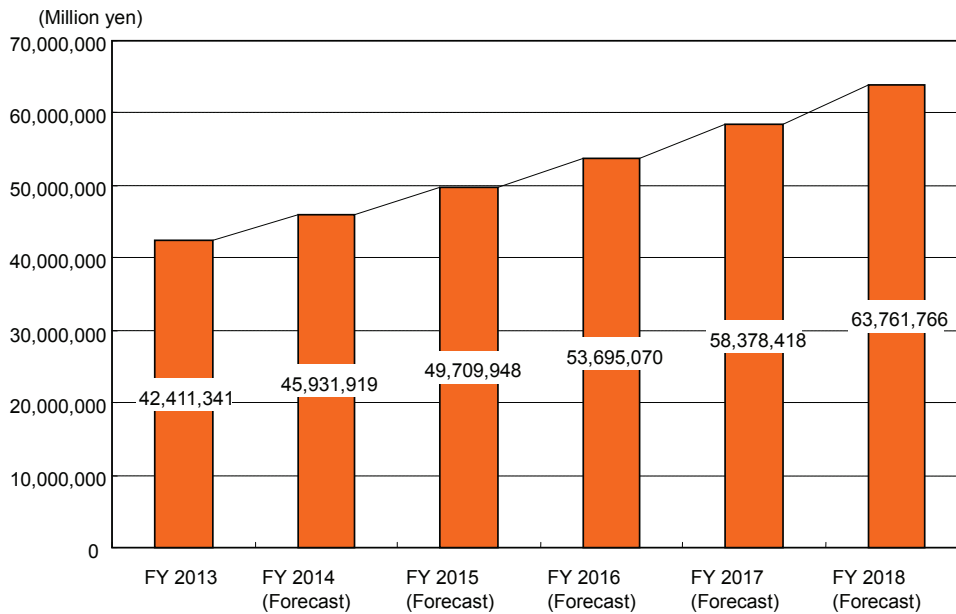
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■ **Figure 1: Transition and Forecast of Credit Card Shopping Market Size**



Notes:

1. The figures are based on the credit card shopping billings from the card issuers.