

New Graduate's Job Hunting Support Market in Japan: Key Research Findings 2015

◆ Research Outline

Yano Research Institute has conducted a study on the domestic new graduate's job hunting support market with the following conditions:

1. Research period: From February to March, 2015
2. Research targets: Service providers for new graduates, major university corporations, large and mid-to-small companies, etc.
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, FAX, email, and literature research

<What is New Graduate's Job Hunting Support Market?>

The new graduate's job hunting support market in this research indicates the market of services, teaching materials, and goods which university students (including students in women's colleges and graduate schools) utilize when finding employment. To be precise, such services, teaching materials and goods include the following 7 items: 1) Employment information websites, 2) Events and seminars regarding employment, 3) Recruitment outsourcing services, 4) Employment assessment tools (vocational qualification tests, employment tests, etc.) 5) Follow-up for employee prospects, 6) Any assisting tools for students who are job hunting (e.g. books regarding job hunting/employment, text books to prepare for employment exams, so-called "recruitment suits" to wear for job hunting, etc.), and 7) Employment education. The market of the first 5 items, out of above 7, is defined in this research to be the narrow-version of new graduate's job hunting support market.

◆ Key Findings

■ New Graduate's Job Hunting Support Market in FY2014 Projected to Attain 198.7 Billion Yen, 104.6% of Size of Previous Year

The new graduate's job hunting support market (with entire 7 items) in FY2014 is likely to attain 198.7 billion yen, 104.6% of the size in the previous fiscal year. In addition to large major companies active in recruitment after benefited from the economic recovery, mid-to-small companies are also striving to recruit young generation, because huge number of employees born during Japan's post-war baby boom has come to reach their retiring age, and young working population are decreasing due to a structural issue.

■ With Employment Screening Started at Large Companies, Entire Recruitment Market by Category On the Rise

This research defines the market of the following 5 items to be the narrow-version of the new graduate's job hunting support market: "Employment information websites"; "Events and seminars regarding employment"; "Recruitment outsourcing services"; "Employment assessment tools (vocational qualification tests, employment tests, etc.)" and "Follow-up for employee prospects." The narrow-version market has been on the rise since FY2012, with all five items increasing. Now that large companies have become active in their screening of new graduates to hire, the narrow-version of the market is projected to achieve 82.78 billion yen, striking 114.2% of the size in the previous fiscal year.

◆ **Report format:**

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Price: 150,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

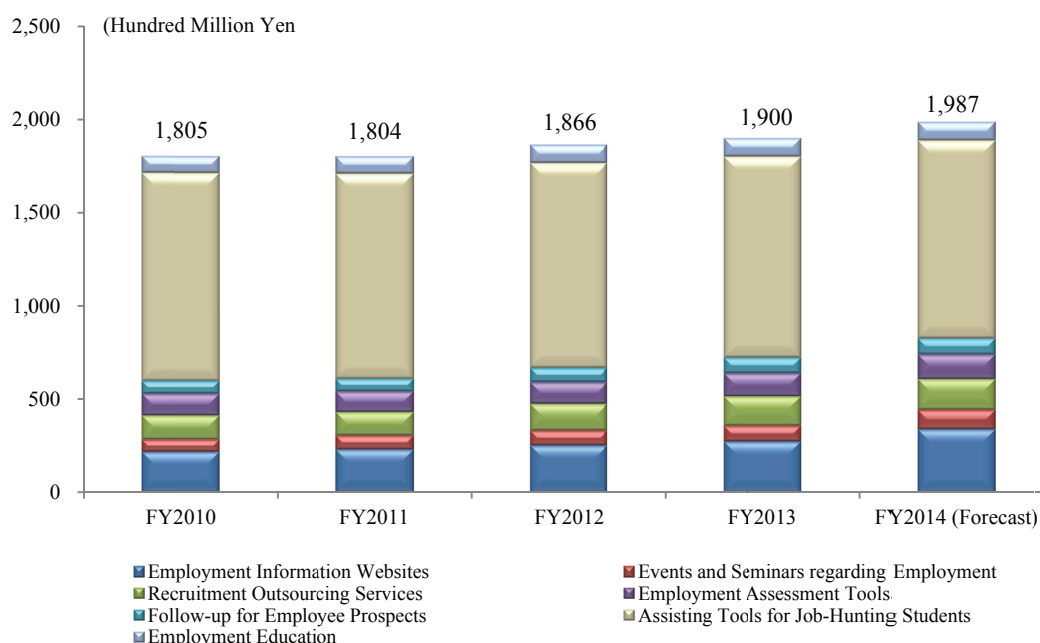
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■ **Figure and Table 1: Transition of New Graduates’ Job Hunting Support Market Size**



Market by Category	FY2010	FY2011		FY2012		FY2013		FY2014 (Forecast)	
			Y-o-Y		Y-o-Y		Y-o-Y		Y-o-Y
① Employment Information Websites	220	233	105.9%	254	109.0%	275	108.3%	340	123.6%
② Events and Seminars regarding Employment	65	74	113.8%	79	106.8%	84	106.3%	104	123.8%
③ Recruitment Outsourcing Services	130	126	96.9%	144	114.3%	158	109.7%	165	104.4%
④ Employment Assessment Tools (vocational qualification tests, employment tests, etc.)	117	111	94.9%	116	104.5%	124	106.9%	132	106.5%
⑤ Follow-up for Employee Prospects	68	67	98.5%	76	113.4%	83	109.2%	86	103.6%
New Graduate's Job Hunting Support Market size (Narrow ver., with 5 items)	600	611	101.8%	669	109.5%	724	108.2%	827	114.2%
⑥ Assisting Tools for Job-Hunting Students	1,115	1,100	98.7%	1,099	99.9%	1,078	98.1%	1,061	98.4%
⑦ Employment Education	90	93	103.3%	98	105.4%	98	100.0%	99	101.0%
New Graduate's Job Hunting Support Market size (Entire ver., with 7 items)	1,805	1,804	99.9%	1,866	103.4%	1,900	101.8%	1,987	104.6%

Calculated by Yano Research Institute

Notes:

1. The market size is based on the sales of the businesses involved.

2. The values of FY2014 are forecast.

3. The new graduate’s job hunting support market in this research indicates the market of 1) Employment information websites, 2) Events and seminars regarding employment, 3) Recruitment outsourcing services, 4) Employment assessment tools (vocational qualification tests, employment tests, etc.) 5) Follow-up for employee prospects, 6) Any assisting tools for students who are job hunting (e.g. books regarding job hunting/employment, text books to prepare for employment exams, so called “recruitment suits” to wear at job hunting, etc.), and 7) Employment education.