

## **Market for Adults in Japan: Key Research Findings 2016**

### **◆ Research Outline**

**Yano Research Institute has conducted a study on the domestic market for grownups with the following conditions:**

1. Research period: November, 2015 to January, 2016
2. Research target: The market of services and goods provided to/for adults
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone/email, and literature search

#### **<What is the Market for Adults?>**

The market for adults in this research indicate various services and goods provided to/for grownups in the social habits and the business targeting “adults” defined in the Civil Code (20 year-olds and older) and “juveniles” defined in the juvenile protection ordinance.

The market in this research is consisted of the following 10 items: 1) Food (liquors, cigarettes, nutritious (revitalizing) beverages, maca, and soft-shell turtle extract), 2) Gambles (pachinko, mahjong, horse races, bicycle races, motorcycle/motor races, boat races, lotteries, sports promotion lotteries), 3) Adult Digital Contents (sexual games, videos/DVDs), 4) Medical Supplies (condoms, ED treatment), 5) Publications (pornographic magazines/books, BL books), 6) Apparels (lingerie), 7) Bridal/Matching Services, 8) Restaurants (bars, Japanese-style bars, hostess bars, maid cafes), 9) Sex-related Facilities and Services (hotels for love making, prostitution in the guise of massage and other services), and 10) Sex Toys/Shops.

As for the market sizes of food, medical supplies, and apparel for adults listed above are calculated based on the shipment values, the bridal/matching services market size based on the sales of the enterprises, and the rest of the market sizes based on the retail values.

### **◆ Key Findings**

- **Entire Domestic Market for Adults in FY2014 Declined by 1.5% to Attain 47,078.9 Billion Yen**
- **Foods Market for Adults in FY2014 Declined by 3.8% to 7,240 Billion Yen**
- **Gamble Market in FY2014 Attained 30,278.6 Billion Yen, Down by 1.2%**
- **Sex-related Facilities and Services in FY2014 Achieved 3,577.5 Billion Yen, Up by 2.1%**
- **Key for Market Growth of Each Item Lies in Acquiring Women and Foreigners as Users/Customers**

◆ **Report format:**

Published report: “Analysis of Markets for Grown-Ups 2016”

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■ **Table 1 : Transition of Size of Market for Grownups by Item**

Market by Item	FY2010	FY2011	FY2012	FY2013	FY2014	Y-o-Y Comparison (FY2013-FY2014)
1. Foods Market for Adults (liquors, cigarettes, nutritious (revitalizing) beverages, maca, and soft-shell turtle extract)	71,810	75,962	75,026	75,244	72,400	-3.8%
2. Gamble Market (pachinko, mahjong, horse races, bicycle races, motorcycle/motor races, boat races, lotteries, sports promotion lotteries)	315,680	310,705	312,275	306,532	302,786	-1.2%
3. Adult Digital Contents Market (sexual games, videos/DVDs)	815	782	731	720	703	-2.4%
4. Medical Supplies Market for Adults (condoms, ED treatment)	1,394	1,443	1,506	1,609	1,561	-3.0%
5. Publications Market (pornographic magazines/books, BL books)	502	487	465	431	418	-3.0%
6. Apparel Market (lingerie)	6,595	6,720	6,715	6,635	6,440	-2.9%
7. Bridal/Matching Services Market	15,494	14,843	14,643	14,669	14,639	-0.2%
8. Restaurants Market for Adults (bars, Japanese-style bars, hostess bars, maid cafes)	38,495	36,126	35,216	33,935	32,948	-2.9%
9. Sex-related Facilities and Services (hotels for love making, prostitution in the guise of massage and other services)	28,861	33,099	34,235	35,037	35,775	+2.1%
10. Sex Toys/Shops	2,091	2,016	2,009	2,078	2,093	+0.7%
<b>TOTAL</b>	<b>481,737</b>	<b>482,183</b>	<b>482,820</b>	<b>476,890</b>	<b>469,763</b>	<b>-1.5%</b>

Estimated by Yano Research Institute

Notes:

- Sizes of the above-mentioned markets of foods, medical supplies, apparel are calculated based on the shipment values. Size of the bridal/matching services market is based on the sales of the businesses. Other market sizes are based on the retail values. As for the markets of apparel, bridal/matching services, and restaurants have been summed up using the calendar year (January-December) rather than the fiscal year.
- Some parts of the gamble market size have been quoted from materials in the Ministry of Internal Affairs and Communications and other organizations in the related industries, and some parts of the condom market size have been quoted from materials in the Ministry of Health, Labour and Welfare.
- Parts of total value may differ as a result of round off.