

Gift Market in Japan: Key Research Findings 2016

◆ Research Outline

Yano Research Institute has conducted a study on the domestic gift market with the following conditions:

1. Research period: From August to September, 2016
2. Research targets: Wholesalers and manufacturers of gifts, and retailers (department stores, mass retailers, gift-specialty stores, and mail order companies)
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, mail-in questionnaire, and literature research

What is the Gift Market?

The gift market in this research indicates the market of presents and gifts, including midsummer and year-end gifts, exchanged by individuals and corporate bodies.

The structure of the distribution channels has been reviewed from this research to redress the redundant sales prices at retailers, wholesalers and manufacturers to integrate into the retail-based prices to the utmost, after which the market size were recalculated. Therefore, the values differ from those announced in the previous years.

◆ Key Findings

■ **Domestic Gift Market in 2015 Attained 9,953.5 Billion Yen, 102.2% of Previous Year**

The gift market in 2015 achieved 9,953.5 billion yen, 102.2% of the size of the preceding year, based on the retail values. While ritual types of gift exchanging have been on the decline, exchanges of casual gifts are one of the market drivers. The traditional culture of exchanging gifts has still been inherited as a kind of communication methods today, although it has changed to more casual ways and between closer relations. Therefore, such gift exchanging is likely to continue being the growth factors of the market.

■ **Expansion of Gifts for Seniors**

Increase of the senior population in this aging society has expanded the casual gifts for seniors, on such occasions as Mother's Day, Father's Day, Respect-for-the-Aged Day, and celebrations of longevity (such as celebration of sixtieth birthday, seventieth birthday, etc.) In recent years, more companies tend to strengthen the sales promotions of gifts for Respect-for-the-Aged Day.

■ **Expansion of Casual Gift Demand Led Midsummer / Year-End Gifts to Become More Casual**

As more people send casual gifts to intimate people, more gifts tend to show special feelings toward the persons to give the present to, or indicate strong preferences the senders have in the gift. Such a tendency can be seen even in the midsummer/year-end gifts that used to be ritual and that used to place importance on actions of "giving" in order to secure relationship. In recent years, however, people send what used to be "ritual" midsummer/year-end gifts in a more casual manner, to people who are already close, like their family members or friends.

◆ **Report Format:**

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

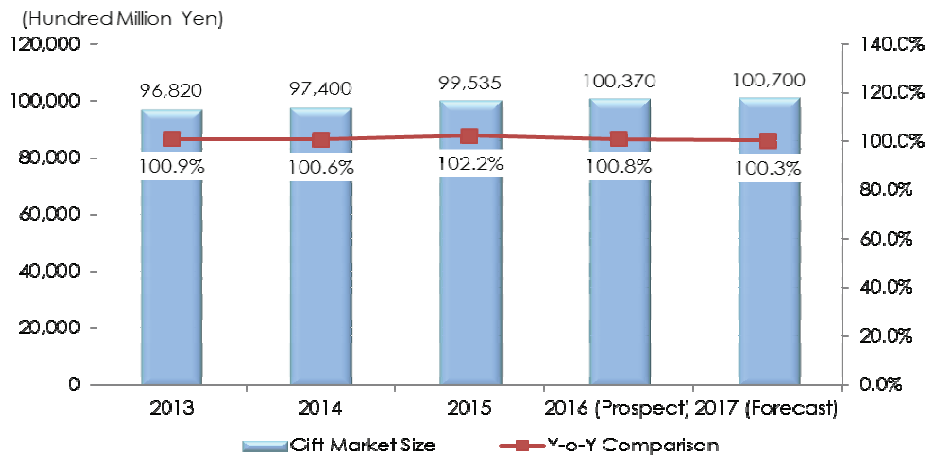
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■ **Figure 1: Transition and Forecast of Gift Market Size**

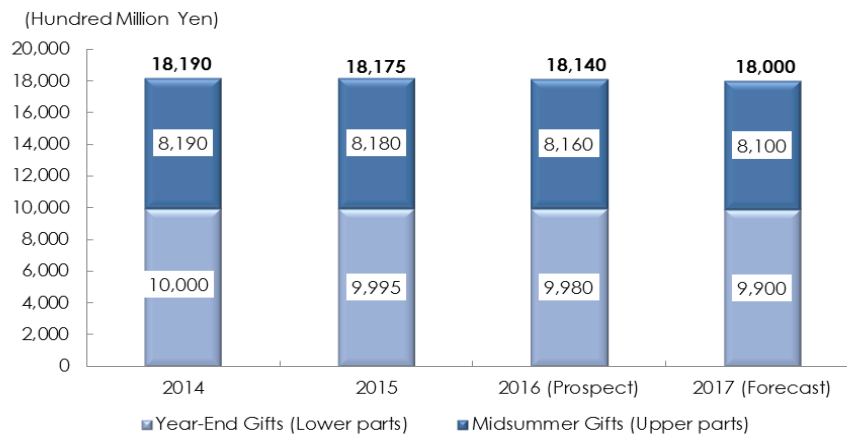


Estimated by Yano Research Institute

Notes:

1. The market size is based on the retail values.
2. The market size has been recalculated retroactively.

■ **Figure 2: Transition and Forecast of Midsummer / Year-End Gifts Market Size**



Estimated by Yano Research Institute

Notes:

3. The market size is based on the retail values. Both the corporate and individual demands are included.
4. Midsummer/Year-end gifts market is a part of the gift market.
5. The market size has been recalculated retroactively.