

E-commerce Website Designing Service Market in Japan: Key Research Findings 2017

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic e-commerce website designing service market with the following conditions:

1. Research period: From October, 2016 to February, 2017
2. Research target: Service/Solution Providers of ecommerce website designing, and other related companies
3. Research methodologies: Face-to-face research by the expert researchers, surveys via telephone/email, and literature research

<What are E-commerce Website Designing Services?>

The e-commerce website designing services in this research indicate the packaged or cloud (SaaS, ASP, and etc.) services to design and construct e-commerce websites. Those EC website designing solutions including full-scratch are not included.

◆ **Key Findings**

■ **E-commerce Website Designing Service Market for FY2016 Projected to Attain 54,600 Million Yen**

The domestic e-commerce website designing service market (based on the sales of the businesses) is projected to attain 54,600 million yen in FY2016, 106.2% of the size of the previous fiscal year. When looking at the breakdown, the size of packaged services is anticipated to reach 33,100 million yen, 104.7% on Y-o-Y basis, and cloud services to achieve 21,500 million yen, 108.6% on Y-o-Y based comparison. In concert with the rising e-commerce market, both the packaged and cloud services are expected to grow steadily by taking in the needs of the customers, who are often the e-commerce businesses.

■ **E-commerce Website Designing Service Market to Achieve 66,800 Million Yen by FY2020**

The domestic e-commerce website designing service market for FY2020, based on the sales of the businesses, is likely to attain 66,800 million yen, out of which 39,700 million yen attained by the packaged services, whereas 27,100 million yen by cloud services. The market of the latter is expected to expand by utilizing API and strengthening the functions, in addition to growing number of companies newly entering e-commerce business. The packaged services, too, are anticipated to continue being on the rise, due to replacement from the existing website operation and designs at the customers being expected, together with gradual shift from the cloud services.

◆ **Report Format:**

Published report: “Ecommerce Website Designing Service Market 2017”

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Language: Japanese

Format: 231 pages in A4 format

Price: 180,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

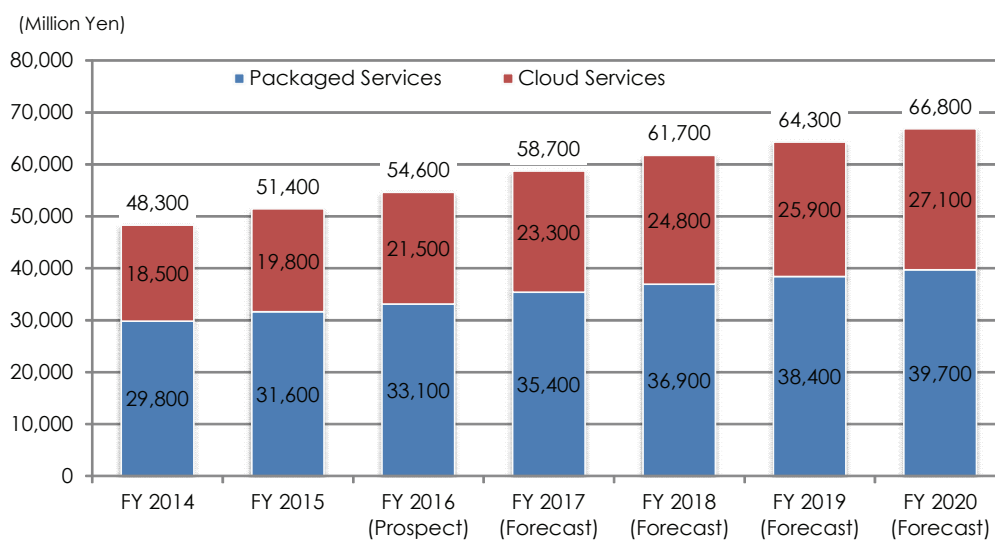
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■ **Figure 1: Transition and Forecast of Ecommerce Website Designing/Operation Market Size**



(Survey by Yano Research Institute)

Notes:

1. The market size is based on the sales of the businesses.
2. The figures in FY2016 are prospect, and the figures in FY2017 and beyond are forecast.