

## Crowdfunding Market in Japan: Key Research Findings 2017

### ◆ Research Outline

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

1. Research period: From April to June, 2017
2. Research targets: Crowdfunding operators and users
3. Research methodologies: Face-to-face interviews by the expert researchers and surveys via telephone/e-mail

#### What is Crowdfunding?

Crowdfunding in this research indicates a method to fund a project by raising financial contributions, usually small amount of money per person from a large number of people through internet. This research includes the following types of crowdfunding where supporters can contribute in the form of purchasing, donation, investment (funding), social lending, and stock investment. The market size is based on the annual sum of financial supports for new projects through crowdfunding.

### ◆ Key Findings

#### ■ Domestic Crowdfunding Market in FY2016 Rose by Impressive 96.6% on Y-o-Y Basis to Attain 74,551 Million Yen, Based on Annual Financial Supports for New Projects

The domestic crowdfunding market in FY2016 rose by remarkable 96.6% from the previous fiscal year to achieve 74,551 million yen, calculated based on the annual sum of money raised to support new crowdfunding projects,

With regard to social-lending types of crowdfunding, in addition to those projects with attractive yields, some large-scale projects were established to encourage increasing number of repeating supporters. As for purchasing types, multiple projects highly conscious of social contributions were launched, just like in FY2015, some of which succeeded in collecting more than 100 million yen. There also was a sympathy-arousing project launched to give a message in association with breakup of a nationally-popular boy group, which generated many new supporters that expanded the market.

#### ■ Social Lending Types of Crowdfunding Projects Continued Contributing to Market Expansion for FY2016, Together With Donation Types by New Entry

The crowdfunding market size in FY2016 by type is as follows: The purchasing type attained 6,200 million yen, the donation type achieved 500 million yen, the investment (funding) type 300 million yen, the social lending type 67,200 million yen, and stock investment type 40 million yen. The largest is the social lending type now occupies 90.3% of the entire market, contributing to the market expansion.

#### ■ Launch of Stock Investment Type of Crowdfunding Expected to Drive Market Growth

Size of the domestic crowdfunding market for FY2017 is projected to rise by 46.2% to achieve 109,004 million yen. A series of new trends are expected in the market, including increasing use of the newly-started stock investment types, not to mention the social lending types, and also the effects of new market entry by major companies from US. The market is likely to rise further, due to increasing number of projects achieving the goal of collecting satisfactory amount of supports than ever before.

◆ **Report Format:**

Published report: “Crowdfunding Market 2017”

Issued on: July 25, 2017

Language: Japanese

Format: 262 pages in A4 format

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

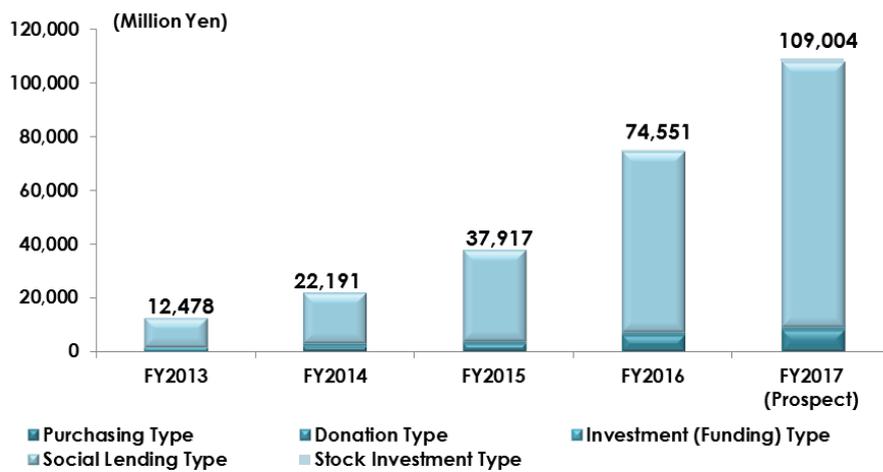
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■ **Figure 1: Transition of Annual Sum of Financial Supports for New Crowdfunding Projects (Domestic Crowdfunding Market Size)**

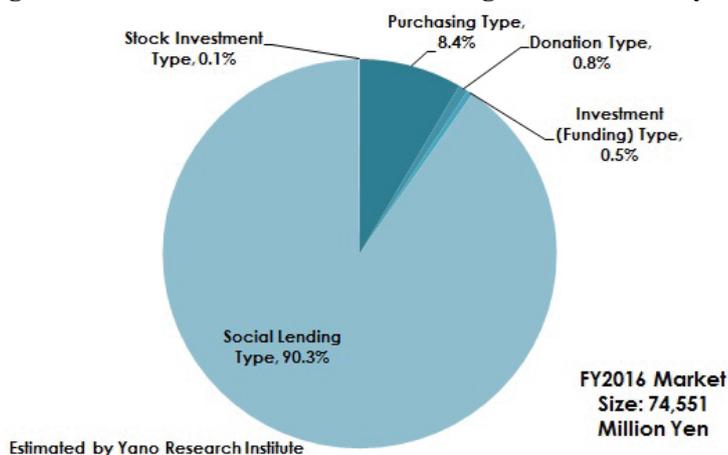


Estimated by Yano Research Institute

Notes:

1. The market size is based on the annual sum of financial supports for new projects through crowdfunding.

■ **Figure 2: FY2014 Domestic Crowdfunding Market Share by Type**



Estimated by Yano Research Institute

Notes:

2. The market size is based on the annual sum of financial supports for new projects through crowdfunding.