

Point-Rewards Card Market in Japan: Key Research Findings 2011

◆ **Research Outline**

Yano Research Institute has conducted a study on point-rewards card market with the following conditions:

1. Research period: From May to July, 2011
2. Research targets: Companies operating point-rewards services, card-service related solution vendors, companies in common-points service business or in points-exchange business, users of point-rewards cards
3. Research methodologies: Face-to-face interviews, survey via email and telephone in combination with literature research

How a research of point-rewards cards and services conducted?

The research has been conducted to people possessing domestic point-rewards cards including electric money and credit cards in order to find out the number of rewards cards they possess or carry around, and to find out the usage state of those rewards card services. The same research was previously conducted in June 2007 and November 2009.

◆ **Key Findings**

■ **Increasing number of point-rewards cards possessed and carried around**

The research, conducted to 500 people possessing domestic point-rewards cards, showed that average numbers of cards that people possess (9.9) and carry around (6.3) have both increased compared from the research carried out in 2007.

■ **Enlarged influence by point-rewards services to consumer activities**

Remarkable 85.4 % of people possessing point-rewards cards are conscious of points being added when they shop. This surprising rate has risen from 79.8 %, of that in 2009.

■ **Companies operating point-rewards services feel it effective, and majority number of companies indicated the continuance of the services**

98.0 % of companies operating point-rewards services feel that they succeeded in retaining customers, and 76.0% responded that their sales have actually improved by introducing point-rewards services.

◆ **Report format:**

Published report: “Reward Point Service and Card Market 2011 to 2012”

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Price: 157,500 yen (7,500 yen of consumption tax shall be charged for the sales in Japan.)

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**Influence of point-rewards services to consumer activities
(Comparison between 2011 and 2009)**



