Vending Machine Market in Japan: Key Research Findings 2014

◆ Research Outline

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

1. Research period: From May to June, 2014
2. Research targets: Beverage manufacturers, vending machine operators and manufacturers, and other related organizations and companies
3. Research methodologies: Face-to-face interviews by the expert researchers, questionnaire, and literature research

◆ Key Findings

■ Number of Annually Adopted Vending Machines in 2014 Projected to Reach 5,041,850, 99.0% of Previous Year

According to Japan Vending Machine Manufacturers Association, number of vending machines adopted in 2013 (as of end of December, 2013) grew slightly by 1,270 machines since the same period of the previous year. While vending machines for alcoholic beverages and tobacco continue to be in a slump, those for soft drinks have risen to boost the entire market, partly due to the on-going switching of machines from those that equipped with paper containers or paper cups. However, the consumer tendency to spend less and to prefer purchasing at supermarkets and convenience stores with lower-price advantages still lingers, so that the forecast of total number of vending machines adopted as of end of 2014 is 5,041,850, 99.0% of that of the previous year.

■ Accelerated Adoption of Energy-Saving or Environmental-Friendly Vending Machines

Ever since the Great Earthquake hit eastern Japan in 2011, accelerated number of beverage vending machines has come to support energy-saving or environmental-friendly functions. Especially, increasingly adopted are those heat-pump vending machines because of their ability to consume less electricity. In fact, most of the newly shipped vending machines since 2011 have been heat-pump models, therefore, rapidly spreading within the society.

■ Influence of Consumption Tax Increase Prolongs

Currently, the most attention-drawing topic in the vending machine industry is the influence of the consumption tax increase. In spite of the clarified guideline for resetting the prices, the vending machine prices have not adequately been revised, because it is not easy for the revised prices to be accepted from the location owners; and because of equilibrium among other vending
machines located nearby. However, belated price revision can deteriorate the profits of vending machine operators, so that the price revising has been proceeding at a high pace.

◆ Report format:

Published report: “Vending Machine Business Market 2014”
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Price: 105,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

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Notes:
1. The figures are from the Japan Vending Machine Manufacturers Association data.