

Social Gifting Market in Japan: Key Research Findings 2017

◆ **Research Outline**

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

1. Research period: From February to June, 2017
2. Research targets: Social gifting service providers, issuers of gift certificates, vouchers, and gift cards
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone/email, and literature research

What is the Social Gifting Market?

The social gifting services in this research indicate those services that use messenger or email to deliver the presents and gifts bought through online shopping.

Size of the social gifting market in this research includes not only personal use of social gifting services but also corporate use in the form of marketing campaigns or as a part of welfare services for employees. The market size is calculated based on the amount issued by the service providers.

◆ **Key Findings**

■ **Social Gifting Market Size in FY2016 Expanded to 28,500 Million Yen**

The domestic social gifting market in FY2016 attained 28,500 million yen, 171.7% of the size of the previous fiscal year, based on the amount issued by the service providers. The leap in the market size stems from rising corporate demand in the form of online campaigns and of other tools for sales/marketing promotions.

■ **Expansion of Social Gifting Services Caused by More Adoption at Companies**

The tools used for sales promotion at enterprises have shown some changes. The conventional tool was mainly to use mailing, but there has been growing number of cases using social gifting services for sales promotions, primarily by those companies pursuing such tools of the services to be more streamlined and efficient.

■ **Social Gifting Market Expected to Achieve 131,000 Million Yen by FY2021**

The domestic social gifting market is projected to expand to 131,000 million yen by FY2021, based on the amount issued by the service providers. Corporate use of social gifting is likely to increase in the form of various campaigns and of gifts in exchange for reward points, because the operations of managing and delivering gift certificates and vouchers as well as the delivery costs are likely to become uncalled for. The social gifting market has a chance to be boosted by increasing use of social gifting services as a part of sales promotion activities at companies, due to the recent business uptrend being likely to expand the budget for sales promotions.

On the other hand, personal use of social gifting has not been popular yet. This situation is likely to be changed, as the awareness of the services improves, and as the services being projected to further replace gift certificates, vouchers, and gift cards.

◆ **Report format:**

Published report: “Gift Certificates/Vouchers, Social Gift Market 2017”

Issued on: June 30, 2017

Language: Japanese

Format: 183 pages in A4 format

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

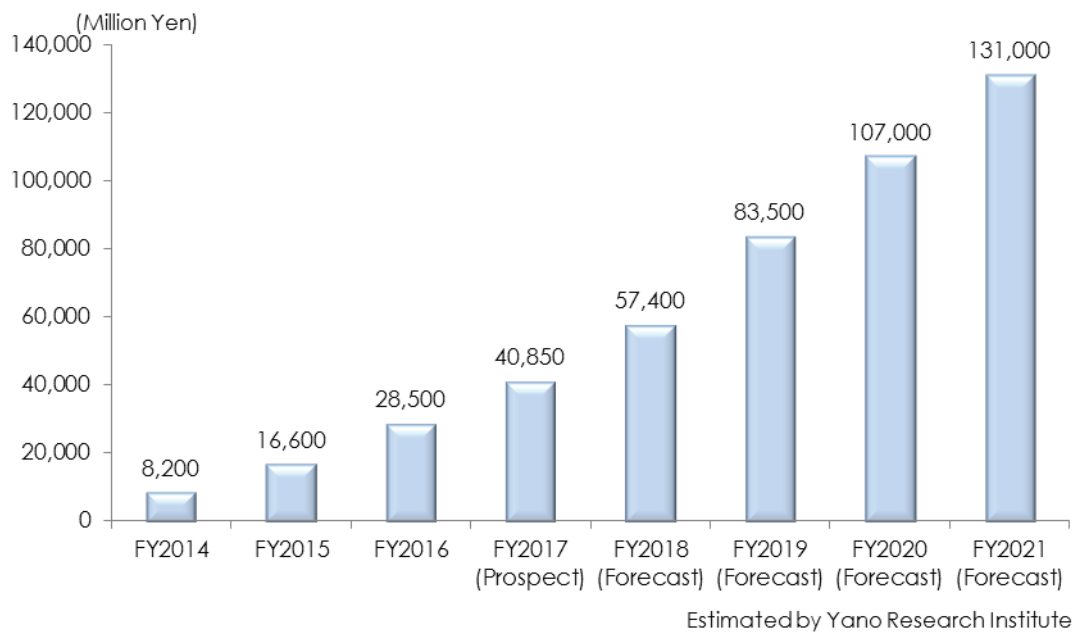
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■ **Figure 1. Forecast of Domestic Social Gifting Market Size**



Notes:

1. The markets size is based on the amount issued by the service providers.
2. Size of the social gifting market in this research includes not only personal use of social gifting services but also corporate use in the form of sales campaigns using internet or as a part of welfare services for employees.