

## Press Release

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## Growing Revenues in Japanese B2C E-Commerce are a Result of higher Spending and M-Commerce

In its latest "Japan B2C E-Commerce Report 2013" Hamburg-based secondary market research company yStats.com analyzes the B2C E-Commerce market in Japan. Aside from trends, revenue figures, the share of B2C E-Commerce on total retail sales, Internet user and Internet shopper statistics, the report also features the most important players that dominate Japanese B2C E-Commerce.

While the number of Internet users in Japan is increasing by only a low one-digit percentage figure, Japanese B2C E-Commerce revenues are forecasted to grow annually by a low double-digit percentage figure between 2012 and 2016.

### Japanese B2C E-Commerce Revenues experience stronger Growth than the Number of Internet Users

In Japan, B2C E-Commerce grows quicker than the number of Internet users. Future revenue increases in Japanese B2C E-Commerce are predicted to be a result of higher average spending versus a growing number of online shoppers. Given that the share of Internet users exceeds already more than 50 percent, there are only limited growth opportunities. Clothing and food are among the most popular product categories in Japanese B2C E-Commerce. According to forecasts, in 2012, M-Commerce in Japan accounted for almost one quarter of all online revenues. This figure also includes mobile payment methods which were frequently used in over-the-counter retail.

### Rakuten among Internet Users and Online Shoppers in Japan very popular

In terms of the number of unique visitors, in 2012, online market place Rakuten was the most successful player in Japanese B2C E-Commerce, followed by Amazon Japan and fashion online shop Nissen. In 2012, more than three quarters of all Internet users in Japan had a user account with Rakuten. In October 2012, Amazon Japan launched a pick-up option for orders from FamilyMart stores for its customers. US retailers GAP and Ralph Lauren also seek to participate in the successful Japanese B2C E-Commerce market and launched their first online shops there in October 2012.

According to the "Japan B2C E-Commerce Report 2013" by yStats.com, Japanese B2C E-Commerce revenues will experience a stronger increase due to higher average spending instead of a growing number of Internet users, which is only growing by a low single-digit percentage.

**For further information, see:**

<http://ystats.com/en/reports/preview.php?reportId=1007>

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