



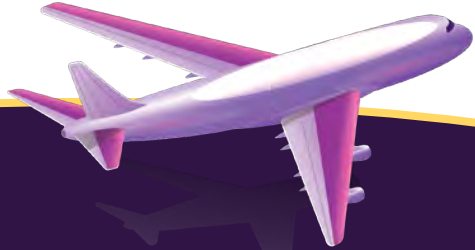
E-Commerce in JAPAN



MARKET OVERVIEW



Population:	126 million
GNI per Capita:	US \$41,690
Ease of Doing Business:	Rank 29/190 Score 78/100
Logistics Performance Indicator:	Rank 5/190 Score 4.03/5
Currency:	Japanese yen ¥
Free Trade Agreement:	CPTPP
Official Language:	Japanese
Domain:	.jp



Internet Inclusivity:	Rank 17 / 100
E-Government Development:	Rank 14 / 193
% of Internet Users:	91%
Top 3 Search Engines:	Google 77% , Yahoo! 18% , bing 5%
Social Media Stats:	YouTube 29% , LINE 25% , Twitter 20% , Instagram 14% Facebook 12%
Mobile vs Tablet vs Desktop:	Desktop 51% , Mobile 46% , Tablet 3%
Level of Cross-border E-commerce:	10%
E-commerce Market Value:	US \$ 177.5 billion
E-commerce Payment Methods:	Credit card 60% , bank transfer 19% , digital wallet 9% , other 8% , cash 3%
Top Payment Services:	Konbini, Rakuten Pay, Komoju, Webmoney

E-COMMERCE TRENDS



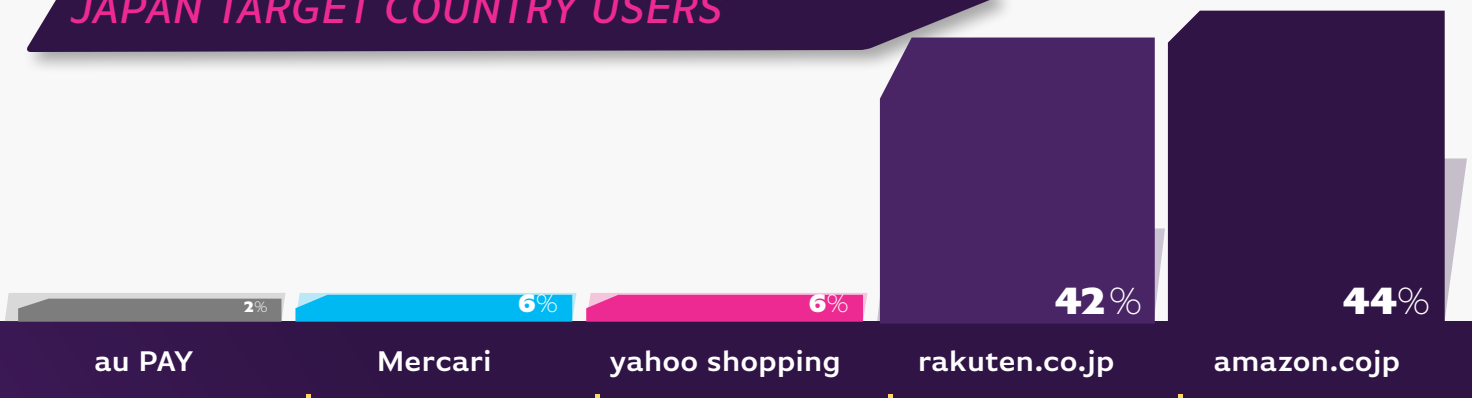
- Consumers in Japan expect lower prices on the internet as 45% of products are cheaper online
- Japanese consumers prefer detailed information about the product they are considering
- The older generation of consumer in Japan are driving online shopping via mobile
- Customer expectations from online sellers in Japan is exceedingly high
- Due to COVID-19 Japanese are spending mostly on grocery and personal care products



TOP MARKETPLACES



JAPAN TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
amazon.co.jp	B2C/B2C	horizontal-everything	Commission model, subscription model, advertising on the website <i>Sell on Amazon in Japan</i>
rakuten.co.jp	B2C/C2C	horizontal-everything	Registration fee, monthly subscription fee, commission fees, sale fee <i>Advertising & Partnerships</i>
yahoo shopping	B2C	horizontal-everything	Commission fee based on sales
mercari.com	B2C/B2C	vertical - clothes, footwear, toys, electronics	Commission based on sale, direct deposit fee, processing fee <i>Mercari - Become a Seller</i>
au PAY	B2C	horizontal-everything	Several fees and commission plans (formerly known as wowma.jp)

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *KWE Sagawa Express Yamato*
- E-commerce Payment Processors: *Konbini Rakuten Pay Komoju Webmoney*
- Digital Marketing Providers: *Big Picture International Rakuten Advertising Gloture*
- E-commerce Platform Providers: *Shopify BASE Color Me Shop!*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Online in Japan*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Trade Commissioner Services

- § *Doing Business in Japan*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Market Resources

- § *The Canadian Chamber of Commerce in Japan*
- § *E-commerce Webinar with Shopify*

Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Other programs

- § *LearnSphere*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*