

## 'Tis the season to shop: Japan



Household spending in Japan is highest in December, driven by the traditional exchange of gifts.<sup>1</sup> Shopping searches increase sharply at this time, peaking around New Year's Day. [Google is a key companion on this journey.](#) Read on to find out what captivates consumer interest at the height of the festive season.

### New reasons to shop

New Year's Day has traditionally been the busiest shopping event in Japan, but e-commerce festivals such as Dec. 11 (unique to Japan) and Black Friday (Nov. 23) are catching up.



### Google is Japan's shopping companion — for inspiration, information, and directions

30% of top shopping searches are generic and related to clothing and household items.<sup>2</sup> Brands have the perfect opportunity to win consumer attention by providing relevant information in the moment.



### Everyone loves a bargain

Price comparison searches start [four weeks](#) in advance of New Year and are on average [15%](#) higher than usual.<sup>3</sup> Searches for outlet malls spike in the last week of December.<sup>4</sup> This suggests that shoppers conduct extensive price and inventory comparison in preparation for physical store visits.



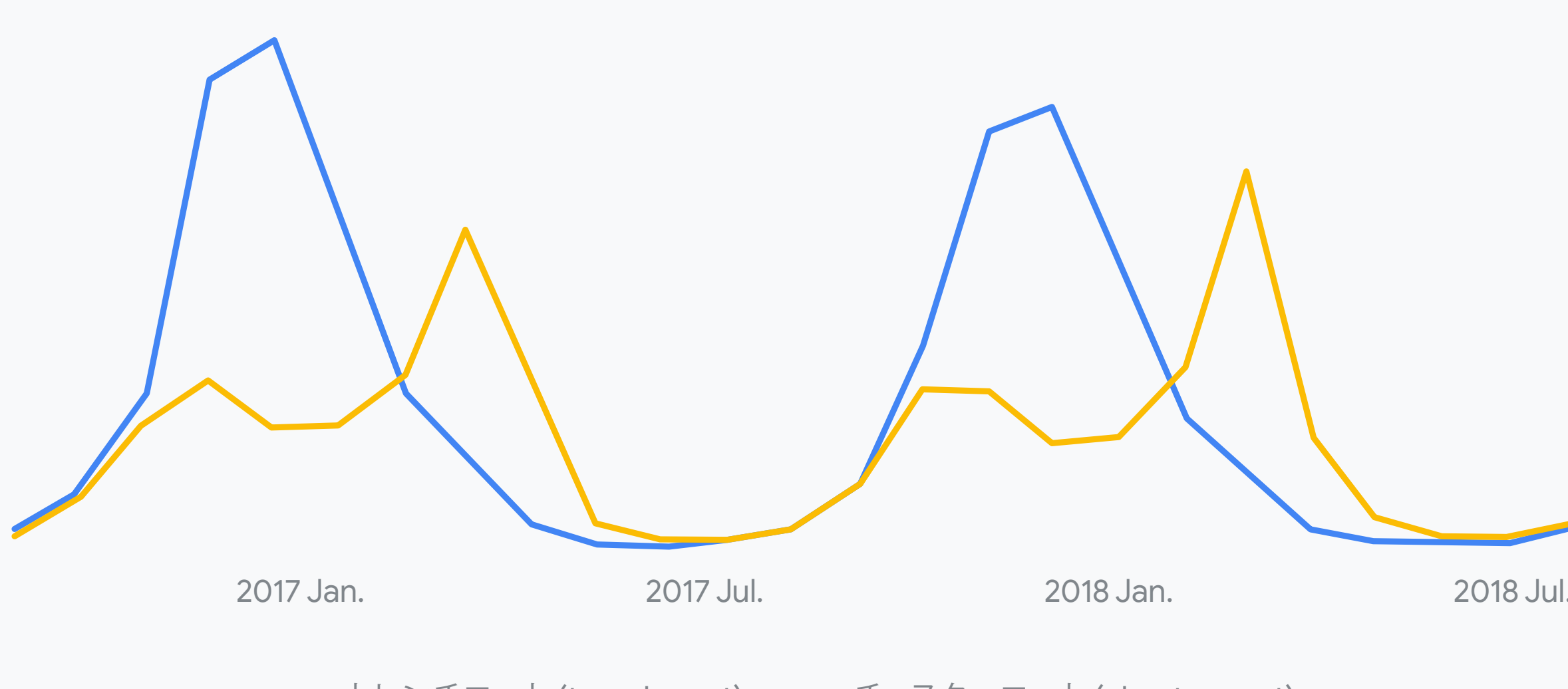
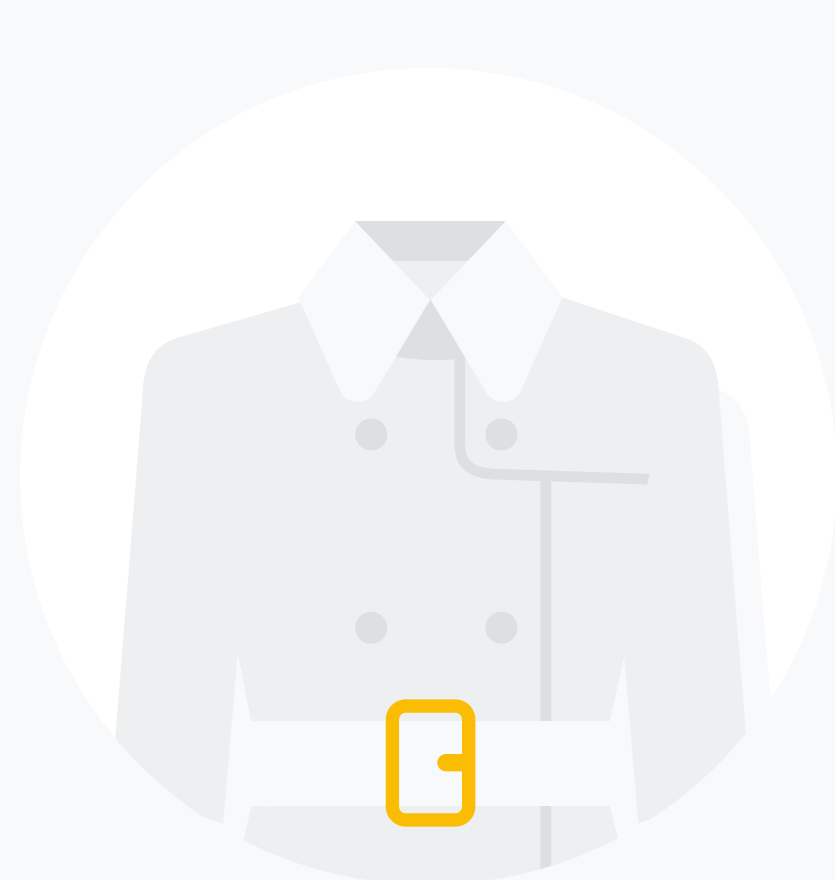
### A time for treats

The top shopping-related search was for Fukubukuro (福袋), the delightful New Year tradition of "mystery goodie bags" sold at a substantial discount. [Food is a key category of interest](#), as shoppers searching for Fukubukuro also searched for coffee (especially Starbucks) and chocolate (such as Lindt).<sup>5</sup>



### Google guides fashion

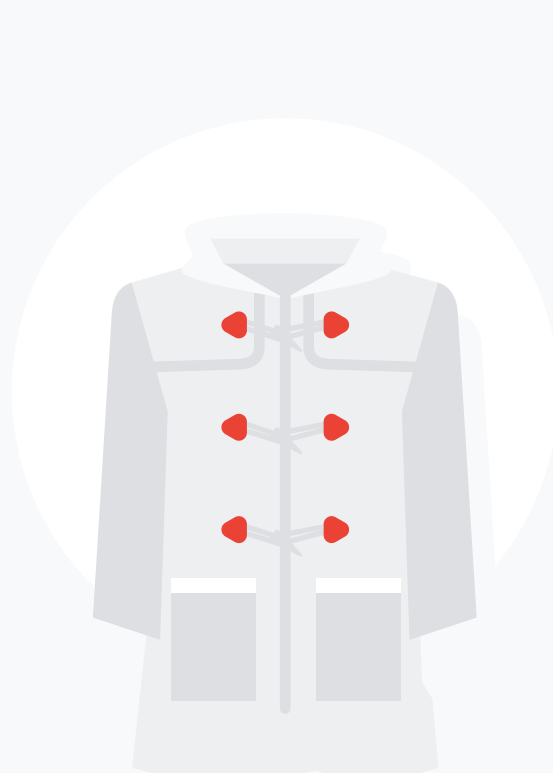
In Japan, the chester coat remains the most popular choice of coat, but a surge in search activity suggests that the trench coat has caught up in 2018.



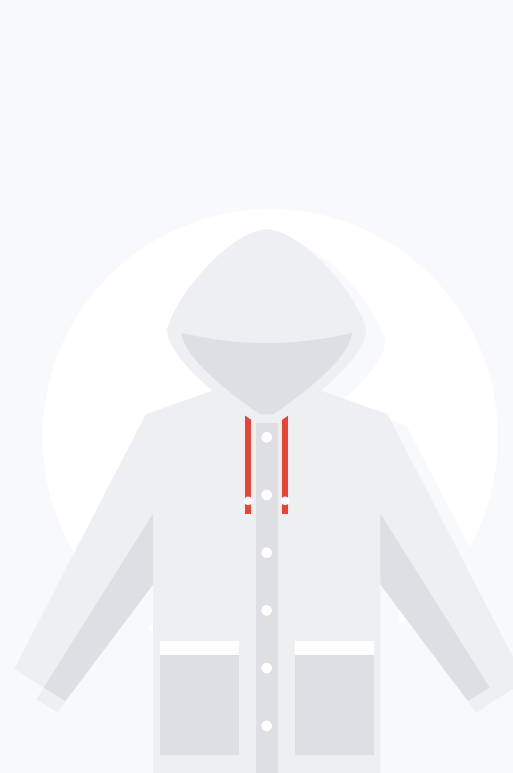
#### Other popular styles of coats searched by Japanese consumers



down coat



duffle coat



mods coat

<sup>1</sup> Average household spending trend (Data from Japanese government).  
<sup>2</sup> % of selected top shopping-related searches on Google.com in key shopping season.  
<sup>3</sup> Google Trends (JP; 2016-2017; Shopping Web Search).  
<sup>4</sup> Google Trends (JP; "アウトレット" vs "価格"; last five years; Shopping Web Search).  
<sup>5</sup> Google Trends (JP; "福袋"; Nov.-Dec. 2017; Shopping Web Search).