

NIHONGENTRADE

**AUSSEN
WIRTSCHAFT
FORUM**

**JAPAN – THE 3RD LARGEST ECONOMY
BACK ON THE RADAR OF AUSTRIAN BUSINESS**

ENTERING THE JAPANESE CONSUMER MARKETS
PETER SCHANO – Managing Director of [NIHONGENTRADE](#) LLC in Tokyo

April 24th, 2017

What are „Consumer Goods?“

Consumer goods are products that are purchased for consumption by the average consumer.

Alternatively called final goods, consumer goods are the end result of production and manufacturing and are what the consumer will see on the store shelf. Clothing, food and jewelry are all examples of consumer goods.

There are three main types of consumer goods: durable goods, non-durable goods and services.

World Consumer Spending (2013)

<i>Rank</i>	<i>Country</i>	<i>CS (million US\$)</i>	<i>% of GDP</i>	<i>% of World CM</i>
No.	World	1143,021,279	60%	100%
1	USA	11,484,340	71%	26.69%
2	China	3,320,652	37%	7.72%
3	JAPAN	2,999,598	58%	6.97%
4	Germany	2,086,559	59%	4.85%
5	UK	1,736,557	65%	4.04%
...
26	AUSTRIA	230,783	54%	0.54%

(Source: Wikipedia)

Popular Austrian Consumer Goods in Japan

Durable goods:	Non-durable goods:	Services:
Swarovski	Red Bull	KTM Group
Riedel Wine Glasses Frey Wille Silhouette Hirsch Jacques Lemans Perzy Snow Globes Ferd. Piatnik & Sons Augarten Lobmeyr Bakalowits Trodat Inc. Thomastik-Infeld	Staud's Marmalades Wines & Spirits Rauch Fruit Juices	Café Landtmann Demel
	Specialities: L'Occitane Austrian Mint Glock	Team 7 Wittmann Eglo Leuchten Inc. Schwarzkopf

Entering the Japanese Consumer Markets

- 日本には、ないものはない！
- **Never „Me too!“**
- **Regulations**
- **Quality & Service**

„Can my business model achieve the sales volume (,critical mass‘) required to sustain my efforts?“

- **Consumer Tastes & Trends**
- **Caution versus Speed**
- **Distribution (going alone, partners, on-line, etc.)**
- **Local Production**

Opportunities

- **Food & Beverages**
- **Lifestyle** 格好良いもの
- **The “Ladies“ Markets (cosmetics, beauty products)**
- **The “Young“ Markets (sports- & leisure goods)**
- **Stylish Baby- & Children’s Clothing**
- **“Manga“ (innovative ,idea-products‘)**

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THANK YOU!

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