

# Country Report: Demographic and Consumption Trends in Japan

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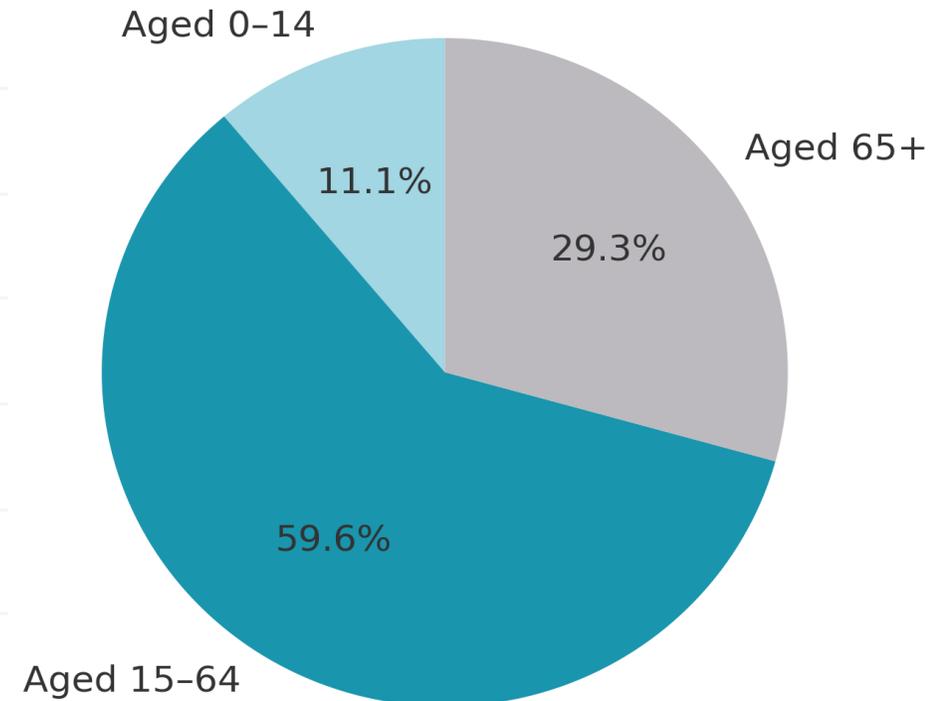
2025 ACFEA Conference / July 10, 2025



# Demographic Overview

Category	Population	YoY Change	YoY (%)
Total (June 1, 2025, Preliminary)	123.36 million	-0.62 million	-0.50%
Total (Jan 1, 2025, Final)	123.55 million	-0.592 million	-0.48%
• Aged 0-14	13.742 million	-0.347 million	-2.46%
• Aged 15-64	73.612 million	-0.233 million	-0.31%
• Aged 65+	36.197 million	-0.012 million	-0.03%
• Aged 75+	20.91 million	+0.704 million	+3.48%
Japanese Nationals	120.149 million	-0.902 million	-0.75%
Foreign Nationals	3.402 million	+0.311 million	+10.06%

Japan Population by Age Group (2025)



# Northern

○ Total population

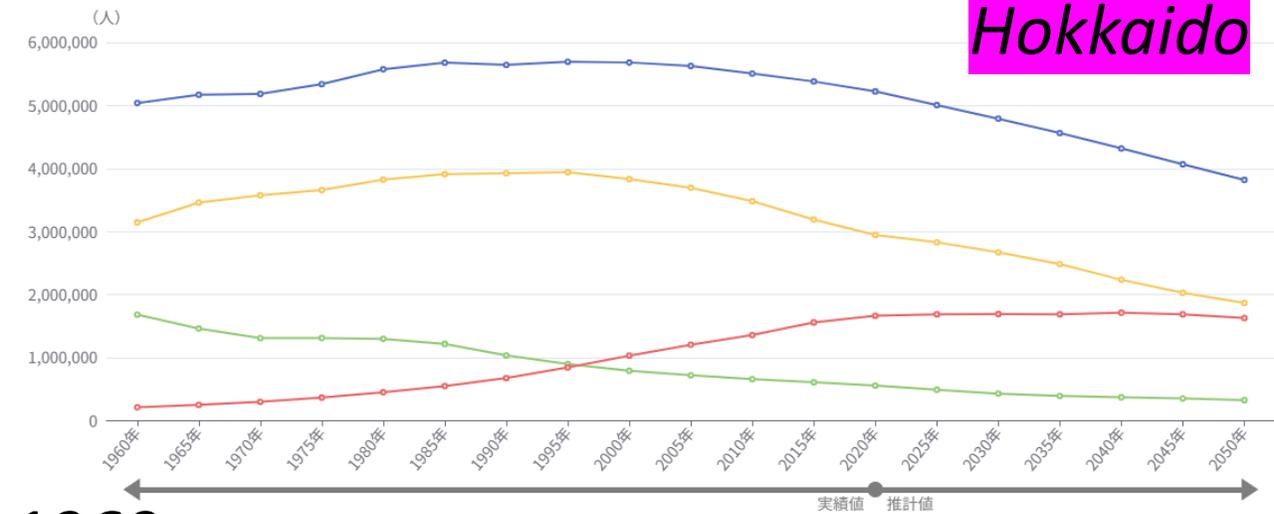
○ Population aged 0-14

○ Population aged 15-64

○ Population aged 65+

(person)

**Hokkaido**

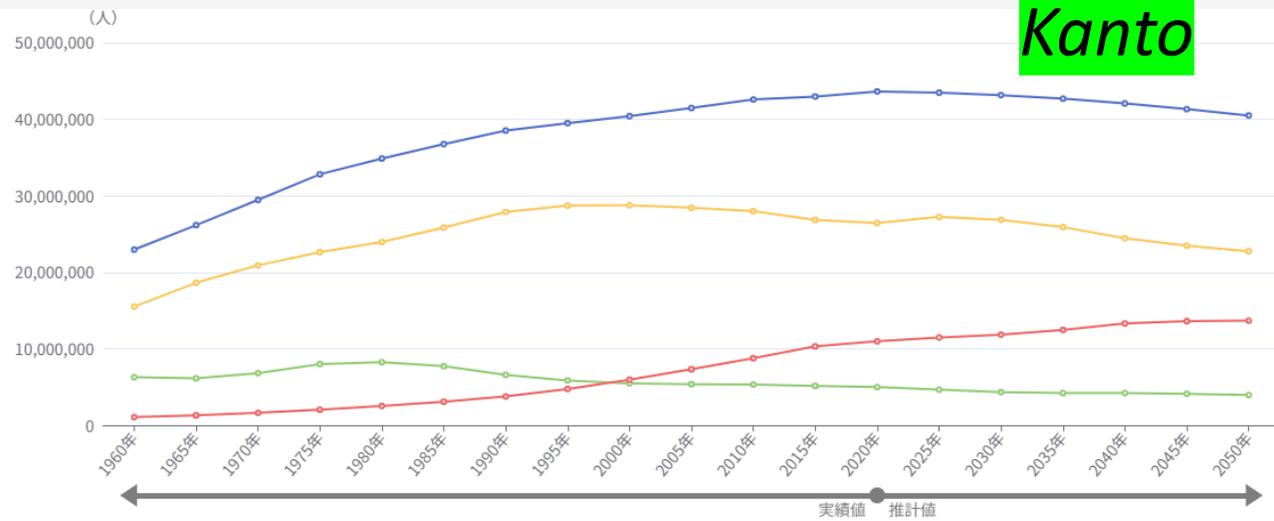


1960

2020

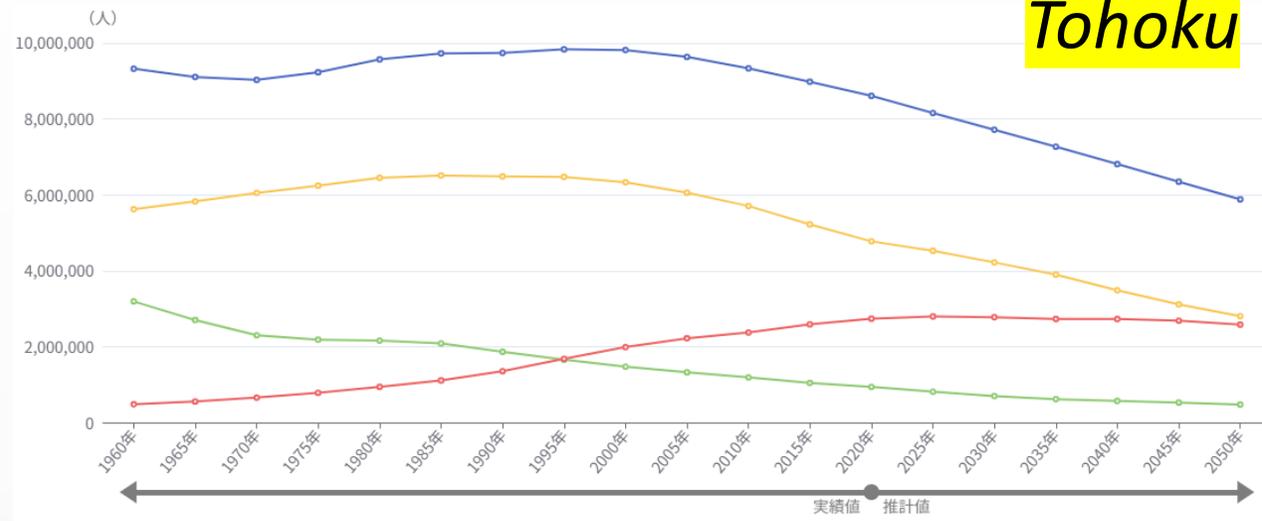
2050

**Kanto**

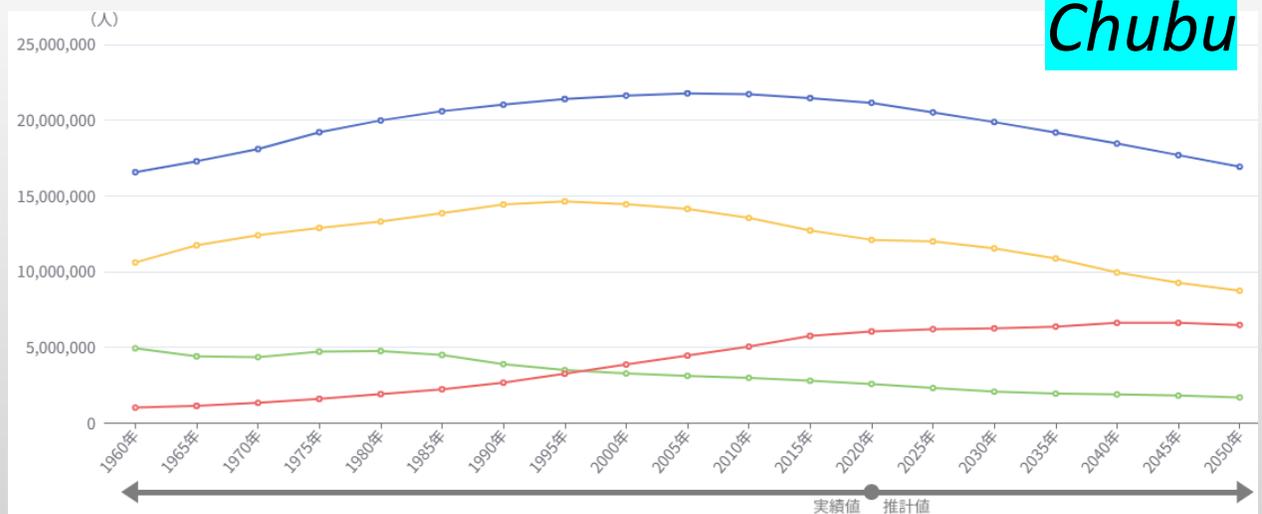


出典：「RESAS（地域経済分析システム）－人口構成分析」

**Tohoku**



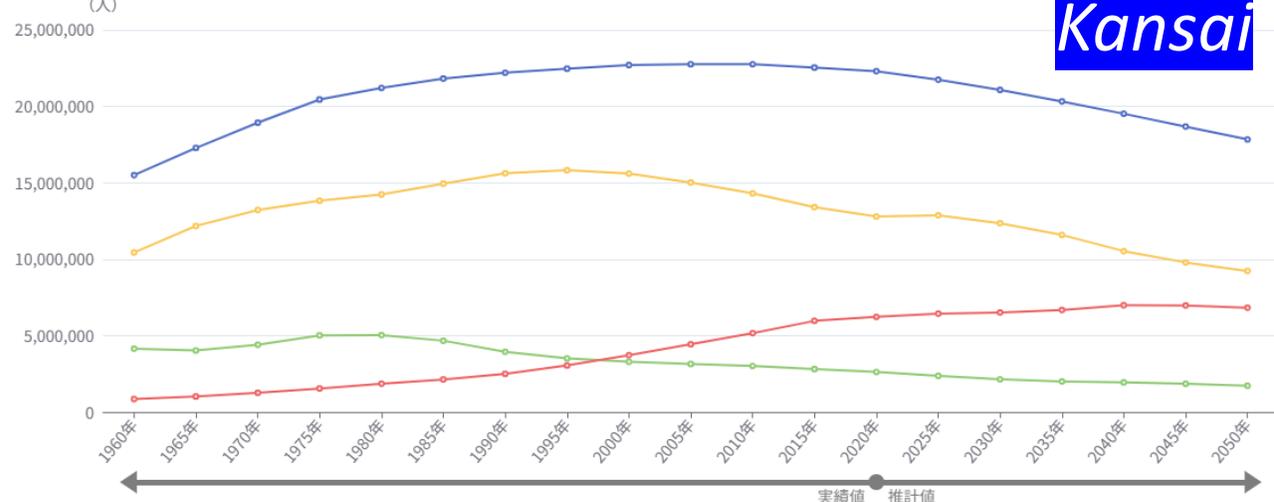
**Chubu**



# Southern

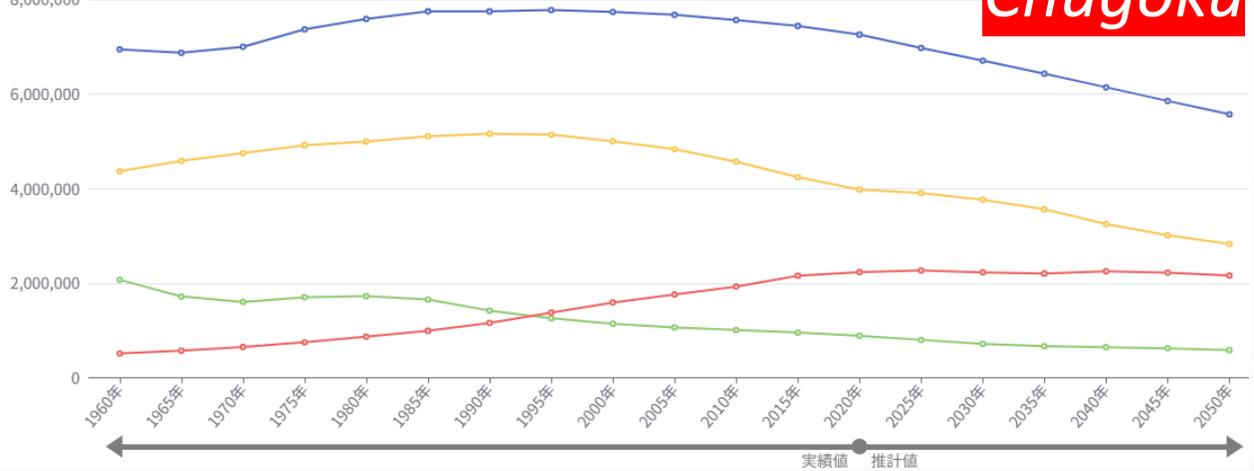
○ Total population  
○ Population aged 0-14

(person)



○ Population aged 15-64  
○ Population aged 65+

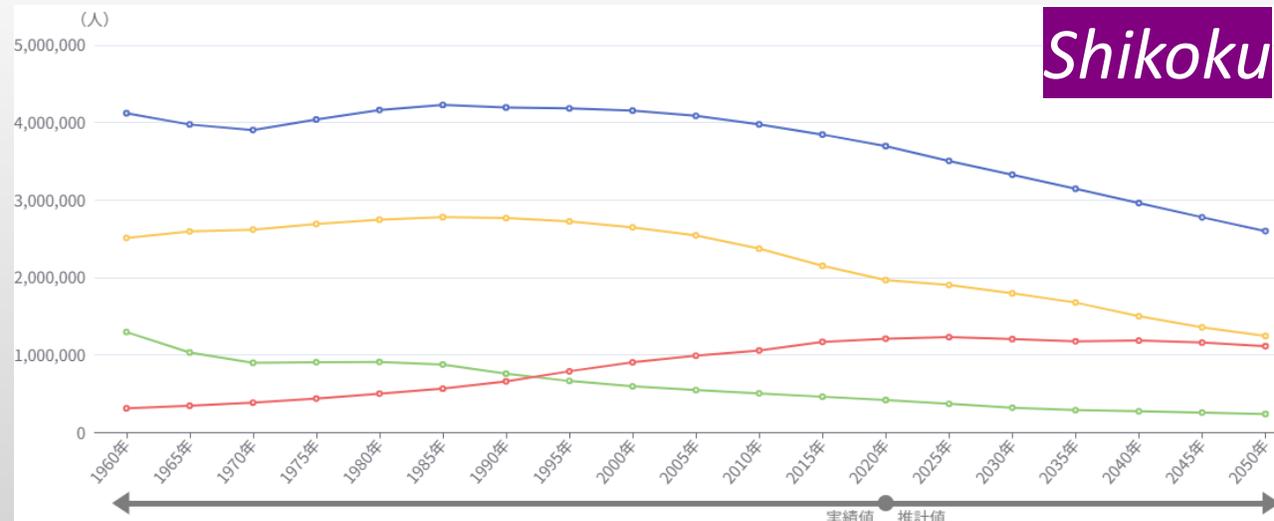
(person)



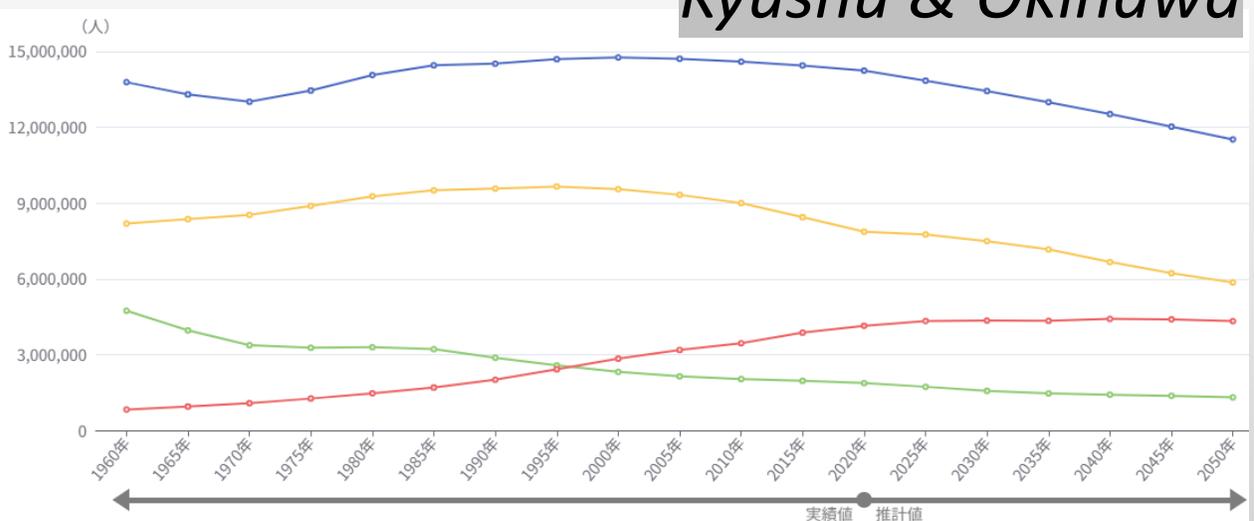
1960

2020

2050



Kyushu & Okinawa



出典：「RESAS（地域経済分析システム）－人口構成分析」

# Northern 2025

2025年

Hokkaido

Tohoku

Kanto

Chubu

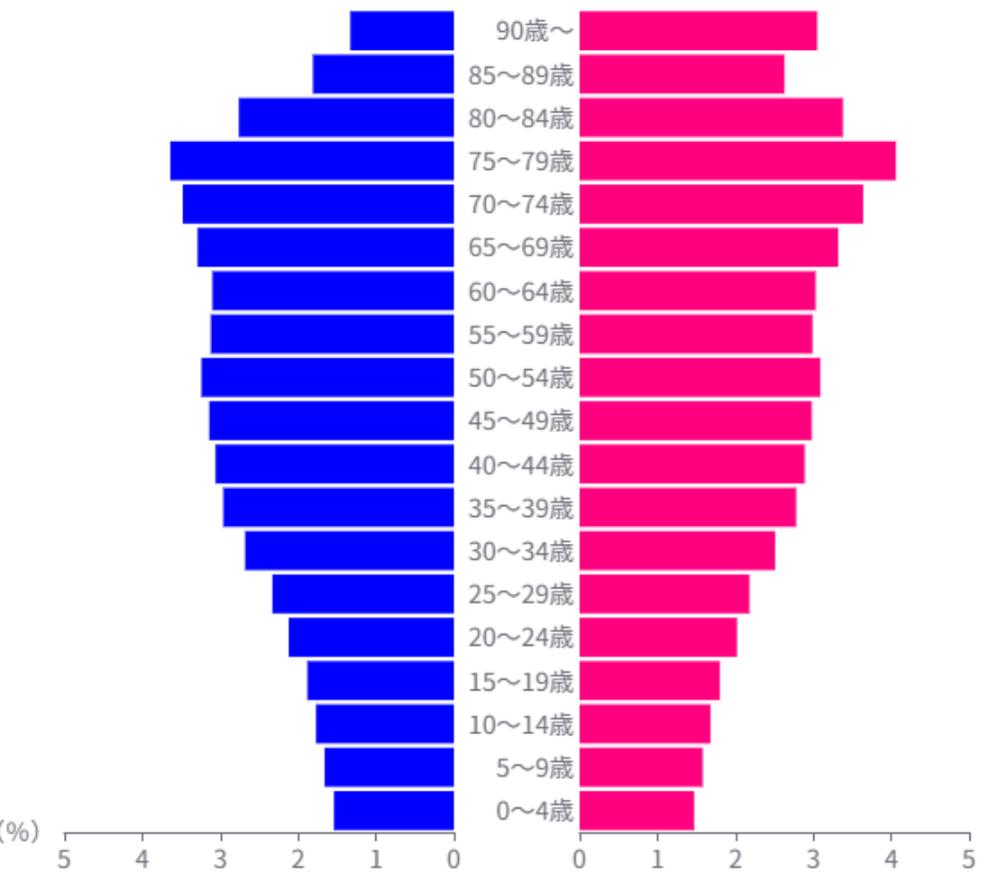
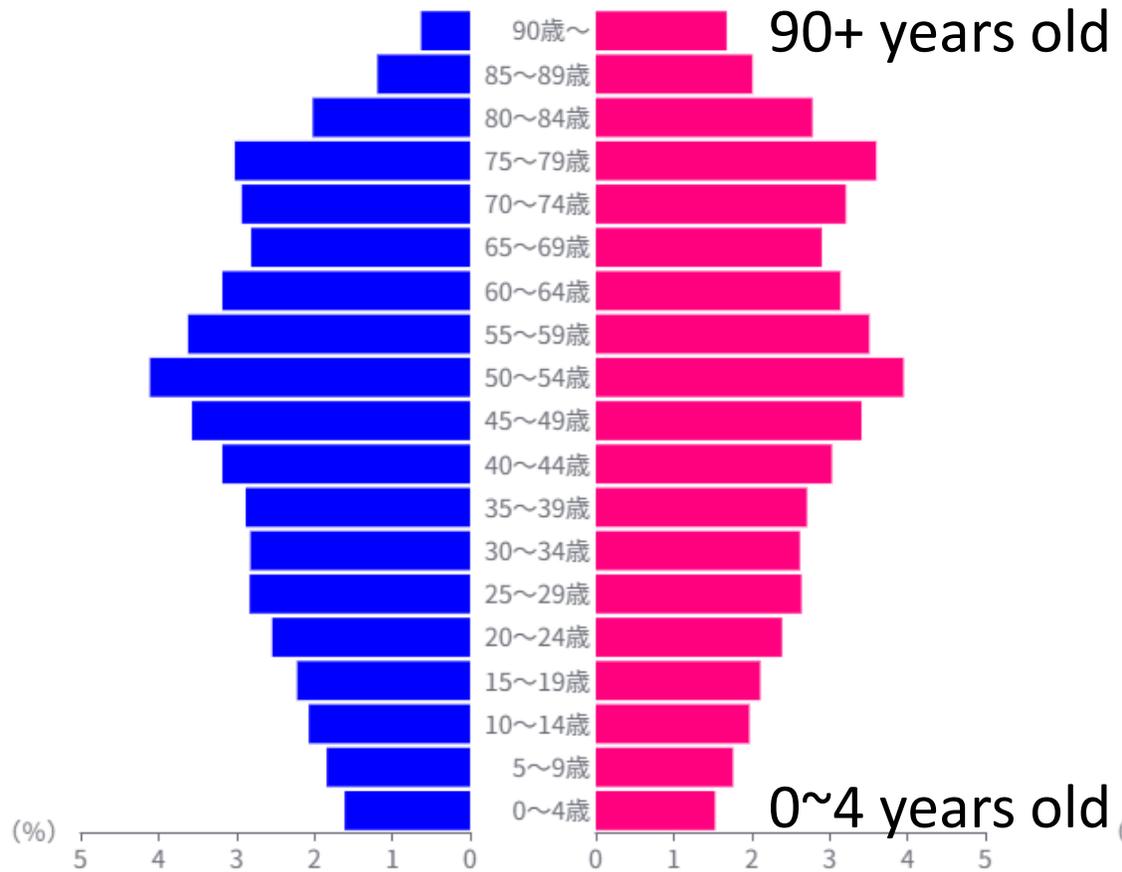
male female

男性 女性

2050

2050年

男性 女性



老年人口（65歳以上）：22,221,376人（28.79%）  
 生産年齢人口（15歳～64歳）：46,637,560人（60.42%）  
 年少人口（0歳～14歳）：8,325,011人（10.79%）

老年人口（65歳以上）：24,418,646人（36.37%）  
 生産年齢人口（15歳～64歳）：36,212,200人（53.93%）  
 年少人口（0歳～14歳）：6,514,106人（9.7%）

# Southern 2025

2025年

male female

■ 男性 ■ 女性

# 2050

2050年

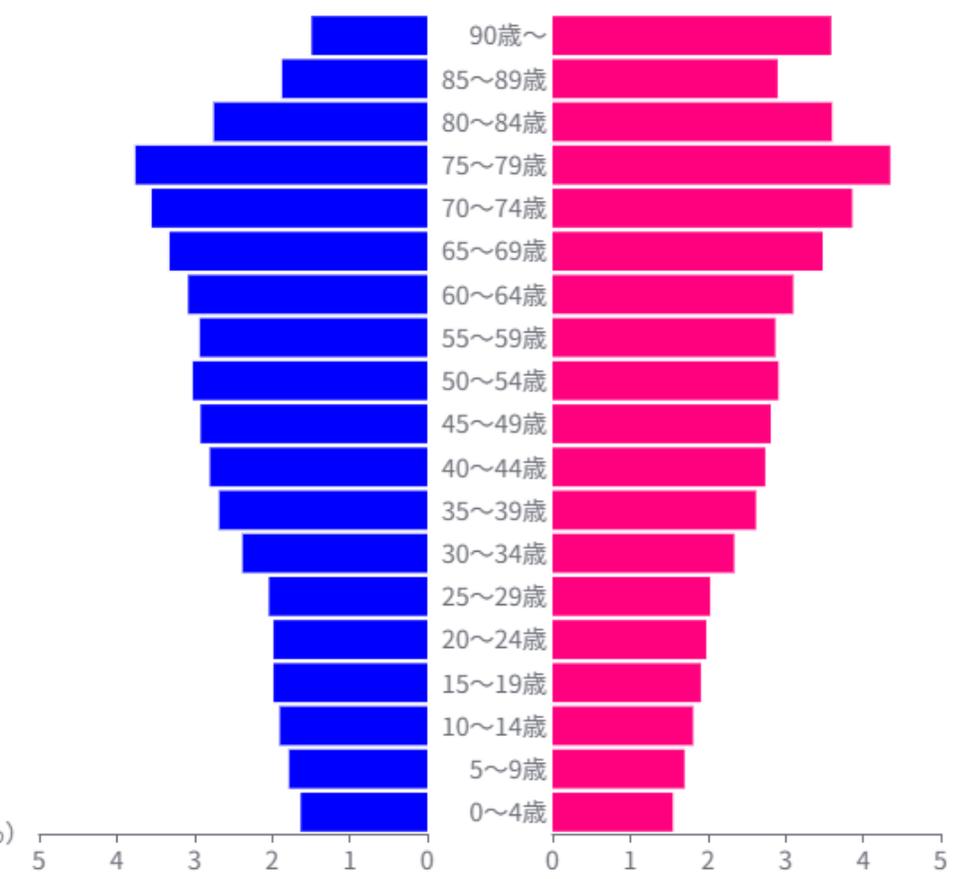
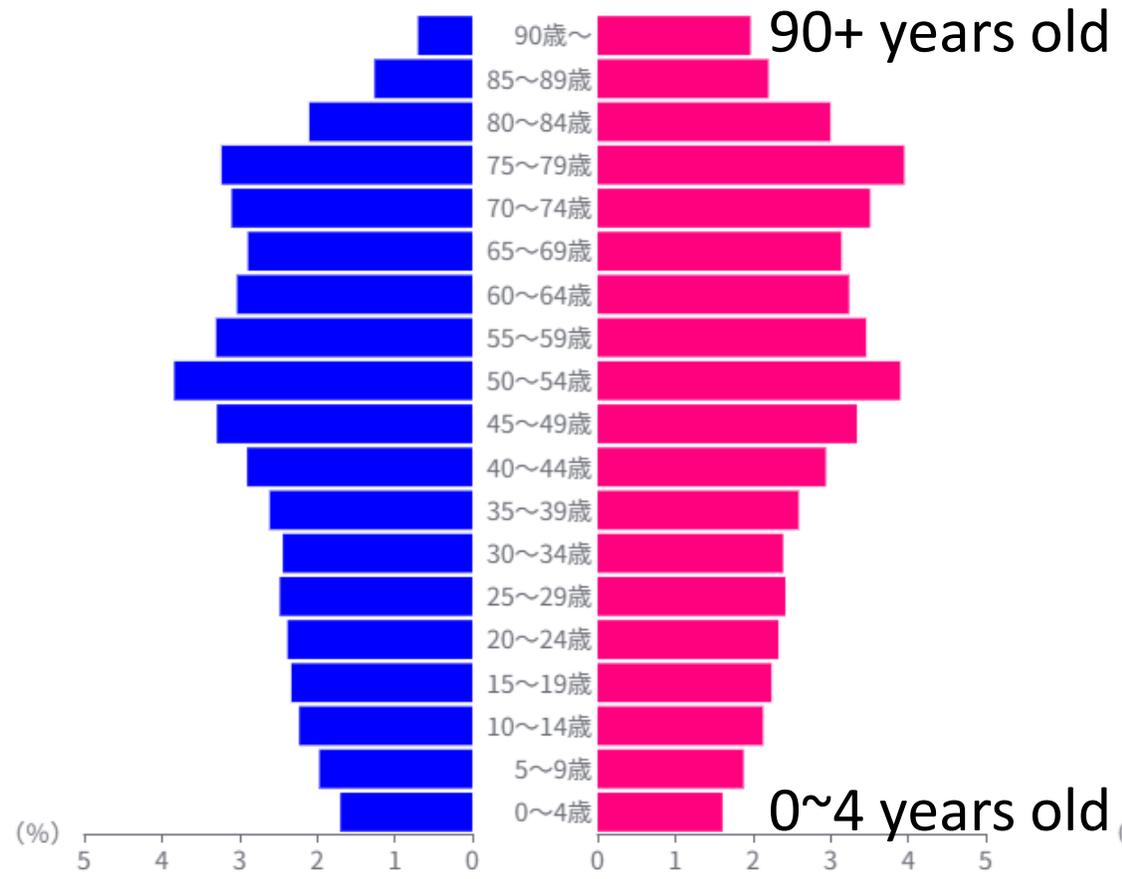
■ 男性 ■ 女性

Kansai

Chugoku

Shikoku

Kyushu & Okinawa



老年人口 (65歳以上) : 14,307,526人 (31.05%)  
 生産年齢人口 (15歳～64歳) : 26,463,465人 (57.43%)  
 年少人口 (0歳～14歳) : 5,307,512人 (11.52%)

老年人口 (65歳以上) : 14,459,580人 (38.52%)  
 生産年齢人口 (15歳～64歳) : 19,189,835人 (51.12%)  
 年少人口 (0歳～14歳) : 3,892,019人 (10.37%)

# Labor Market Indicators

**Employed Persons**

**68.38M**

+720K YoY

34-month increase

**Unemployed Persons**

**1.83M**

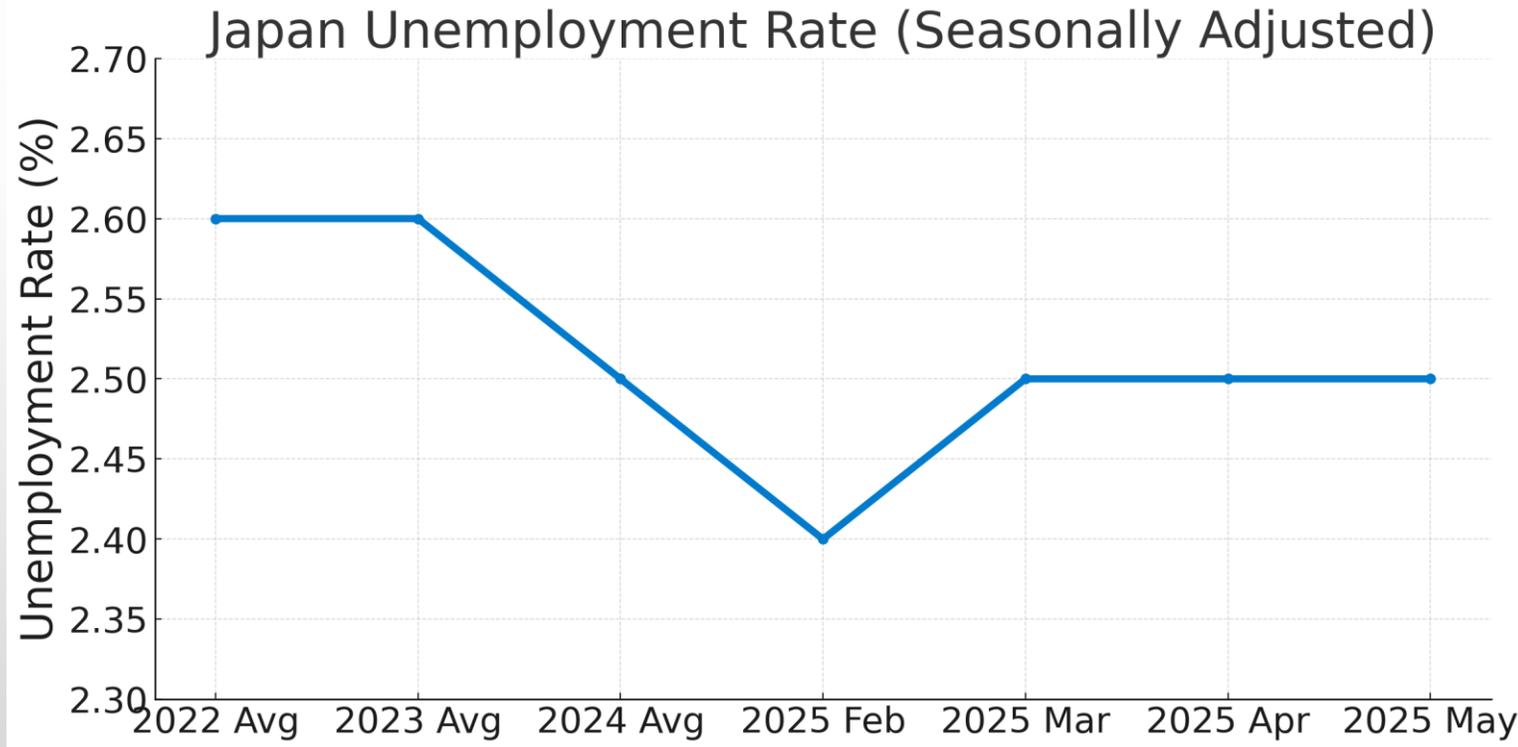
-100K YoY

4-month decrease

**Unemployment Rate**

**2.5%**

No change from April



出典:「労働力調査 (基本集計)」 (総務省統計局)

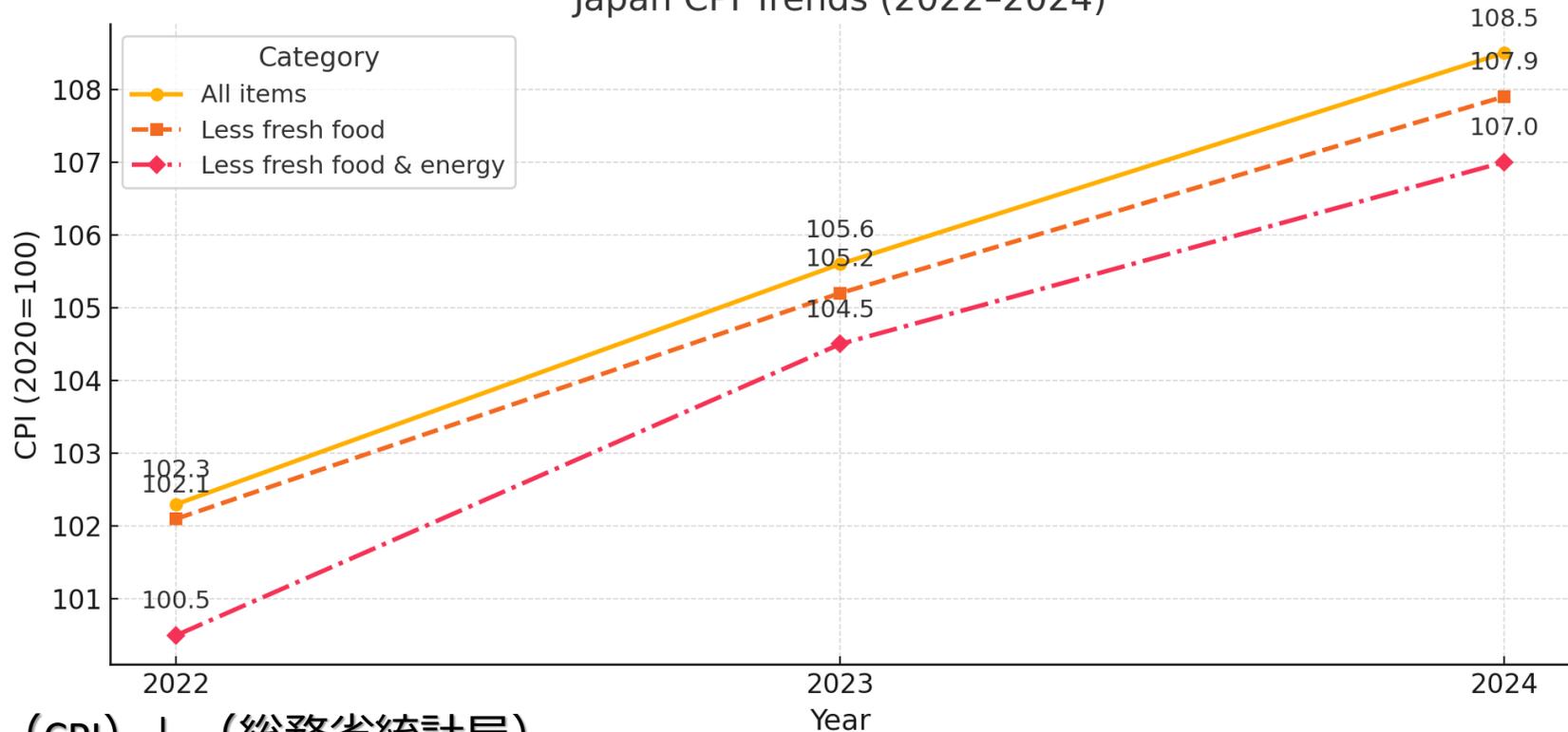
(<https://www.stat.go.jp/data/roudou/sokuhou/tsuki/index.html>) を加工して作成

# CPI (May 2025)

Base year: 2020 = 100

CPI Type	Index (2020=100)	YoY Change (%)
Overall CPI	111.8	3.5
CPI excl. Fresh Food	111.4	3.7
CPI excl. Fresh Food & Energy	110.0	3.3

Japan CPI Trends (2022-2024)



出典: 「消費者物価指数 (CPI)」 (総務省統計局)

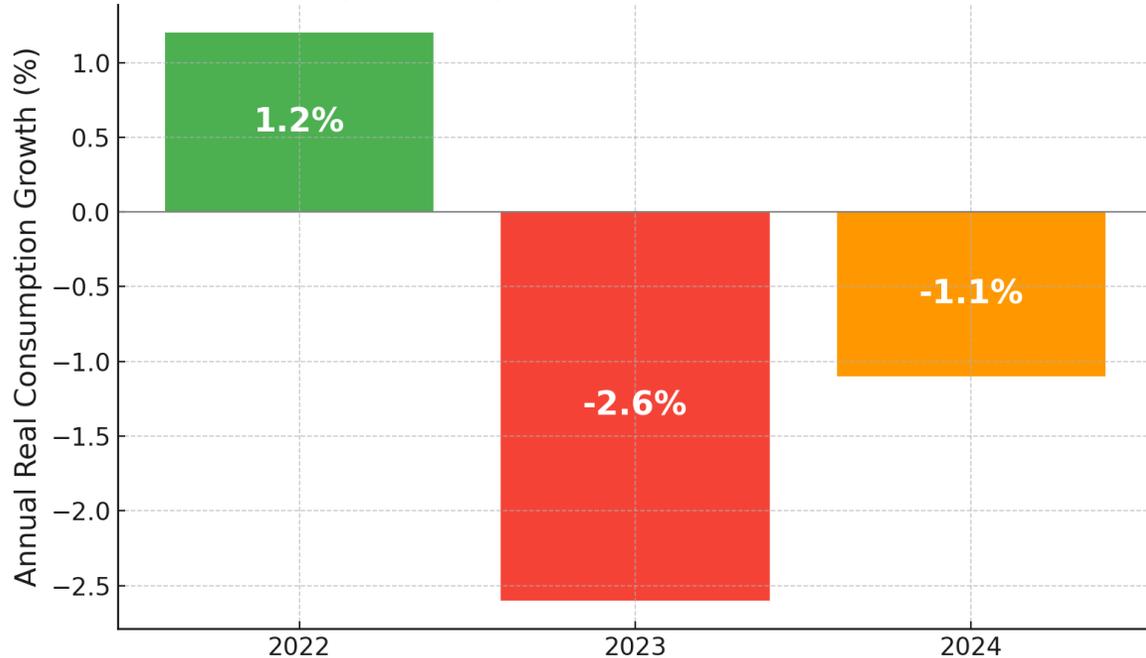
(<https://www.stat.go.jp/data/cpi/sokuhou/tsuki/index-z.html>) を加工して作成

# Overview of Household Spending and Earnings – May 2025

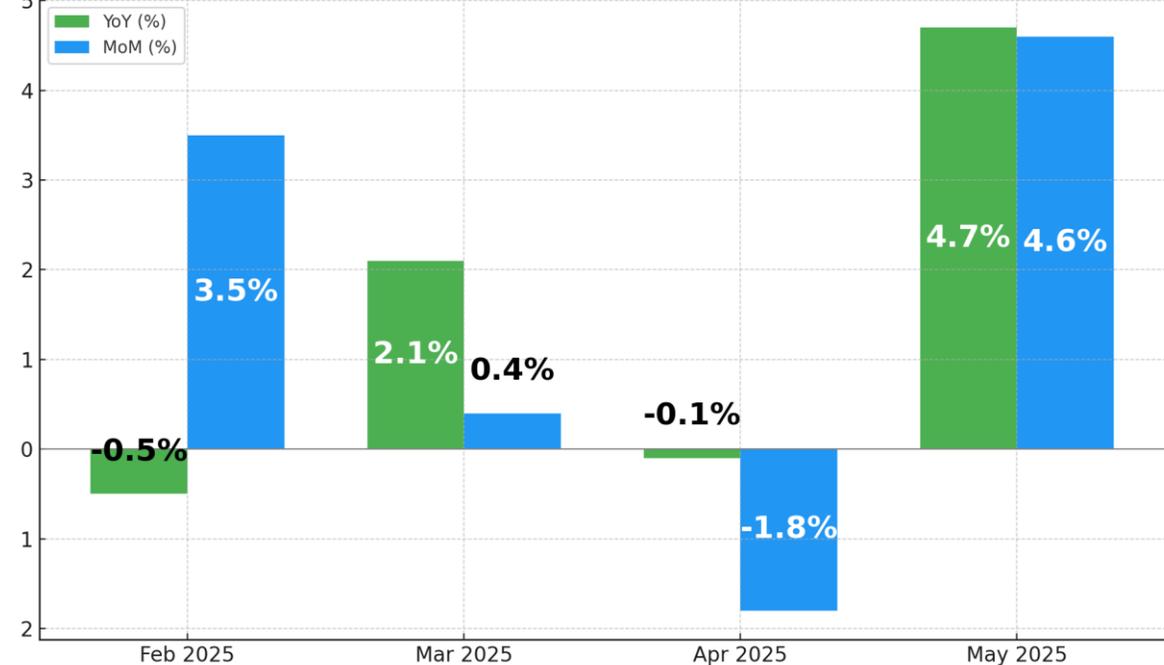
Category	Amount / Change
Average Monthly Consumption Expenditure	¥316,085
- YoY (Real)	+4.7%
- YoY (Nominal)	+8.9%
- MoM (Real, seasonally adjusted)	+4.6%
Average Monthly Income (Worker HH)	¥522,318
- YoY (Nominal)	+4.4%
- YoY (Real, excl. imputed rent)	+0.4%
- YoY (Real, incl. all CPI)	+0.9%

# Trends in Real Household Spending

Annual Real Consumption Expenditure - Two-or-More Person Households



Monthly Real Consumption Expenditure - Two-or-More Person Households

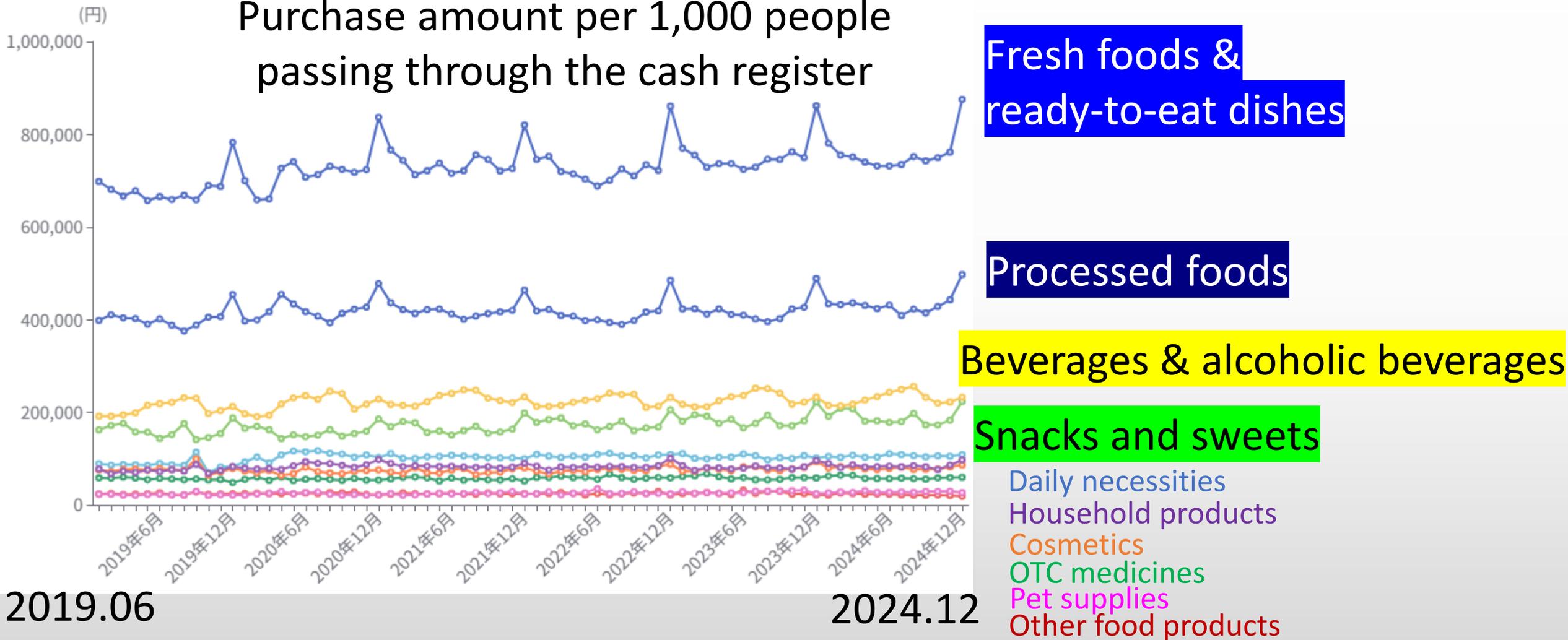


出典:「家計調査 (家計収支編) 調査結果」 (総務省統計局)

(<https://www.stat.go.jp/data/kakei/sokuhou/tsuki/index.html>) を加工して作成

# Monthly Retail Purchase Trends

(Japanese Yen)



# Drivers of December Spending in Japan?

*"Cultural, economic, and seasonal factors combine to drive up per-shopper spending in December."*

Gift season  
(e.g. Oseibo)



出典：郵便局のネットショップ

New Year stock-up  
(e.g. Osechi)



出典：維基百科

Bonus payments  
(winter bonuses !)

経済

大手企業冬のボーナス 平均92万5545円で去年より約2万円増 3年連続の増加

0テレ

2024年12月26日 17:57



出典：日テレNEWS NNN

# 2024–2025 Rice Crisis in Japan



**BBC**

**BBC NEWS**  
WORLD SERVICE

## The Inquiry

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**What does Japan's rice crisis say about its economy?**

A domestic rice shortage in Japan has caused supermarket shelves to empty and prices to double.

## Why?

Source: BBC World Service—The Inquiry  
(<https://www.bbc.co.uk/programmes/w3ct722j>)

# Summary

- Japan's population continues to decline
- Aging population: 65+ now over 29%; 75+ age group growing fastest
- Both genders are aging, but women live longer, contributing to a growing elderly female population
  - Japan's aging society requires labor, pension, and care system reforms
  - Female-dominated elderly population underscores the need for gender-sensitive social policies
- CPI and consumption both rising — real household spending +4.7% YoY
- Rice shortage disrupted food purchases and revealed supply vulnerabilities
  - Inflation and food supply shocks call for resilience in consumption and distribution systems

# Thank you!

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