

# Japanese Consumer

## Population by age (1)

Japanese Population Pyramid



Source: Ministry of Internal Affairs and Communications Statistics Bureau, "Population estimates Oct . 1 2017"  
<http://www.stat.go.jp/english/data/jinsui/2017np/index.html>

# Japanese Consumer

## Population by age (2)

Reference Table  
Percentage of Population by Age (3 Groups) for Prefectures

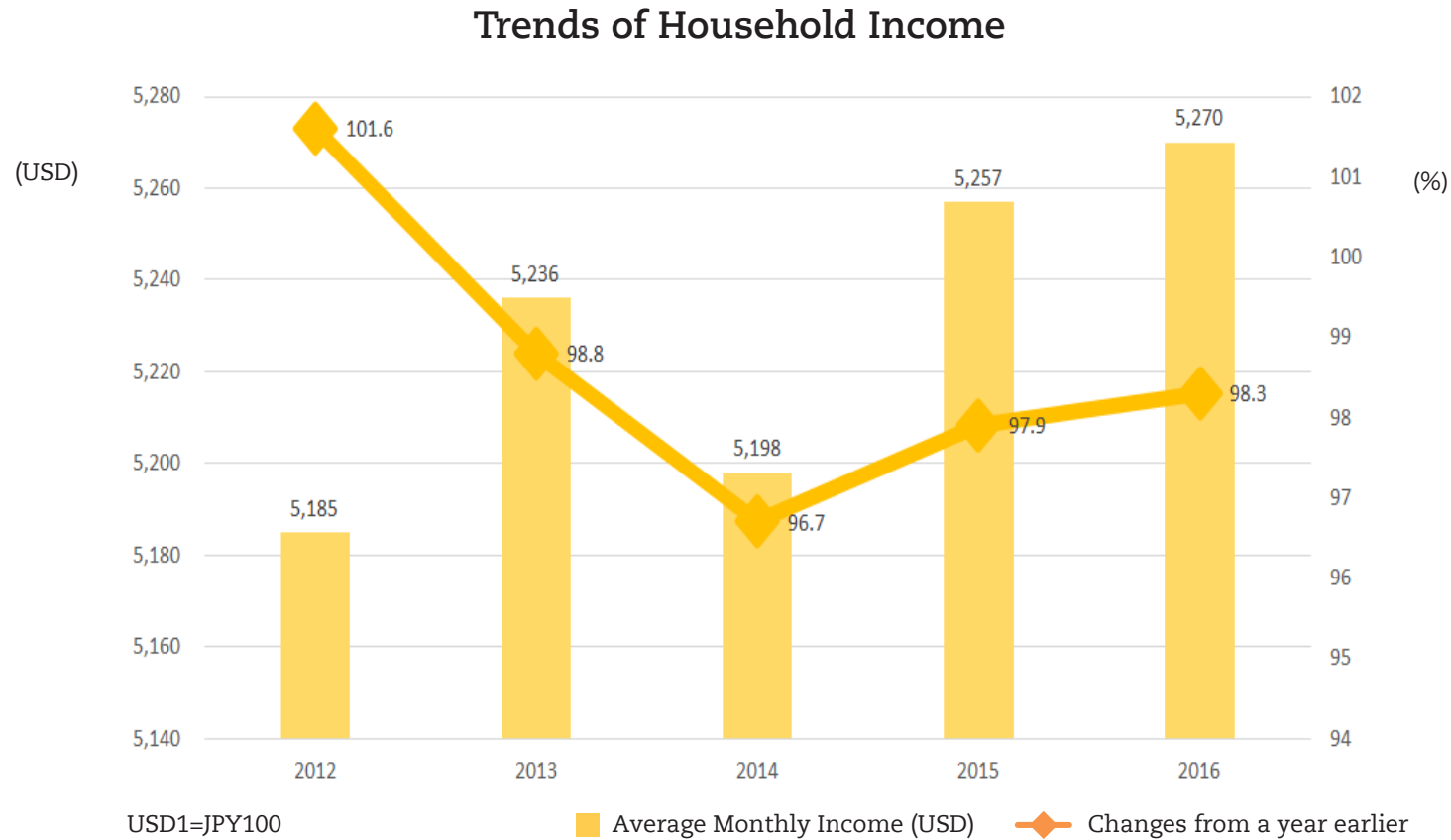
(%)

Child population (0 to 14 years old)				Productive-age population (15 to 64 years old)				Aged population (65 years old and over)			
	Prefecture	Percentage			Prefecture	Percentage			Prefecture	Percentage	
		2017	2016			2017	2016			2017	2016
	Japan	12.3	12.4		Japan	60.0	60.3		Japan	27.7	27.3
1	Okinawa	17.1	17.2	1	Tokyo	65.7	65.8	1	Akita	35.6	34.7
2	Shiga	13.7	14.3	2	Kanagawa	62.9	63.2	2	Kochi	34.2	33.6
3	Saga	13.7	13.8	3	Aichi	62.0	62.2	3	Shimane	33.6	33.1
				4	Okinawa	61.9	62.4	4	Yamaguchi	33.4	32.8
				5	Saitama	61.7	62.1	5	Wakayama	32.4	31.8
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮
43	Kochi	11.3	11.4	43	Miyazaki	55.5	56.2	43	Shiga	25.3	24.8
44	Tokyo	11.2	11.3	44	Yamagata	54.7	55.2	44	Kanagawa	24.8	24.4
45	Hokkaido	11.1	11.2	45	Kochi	54.5	55.0	45	Aichi	24.6	24.3
46	Aomori	11.0	11.2	46	Akita	54.3	55.0	46	Tokyo	23.0	22.9
47	Akita	10.1	10.3	47	Shimane	54.1	54.5	47	Okinawa	21.0	20.4

Source: Ministry of Internal Affairs and Communications Statistics Bureau, "Population estimates Oct. 1 2017"  
<http://www.stat.go.jp/english/data/jinsui/2017np/index.html>

# Japanese Consumer

## Household Income (1)

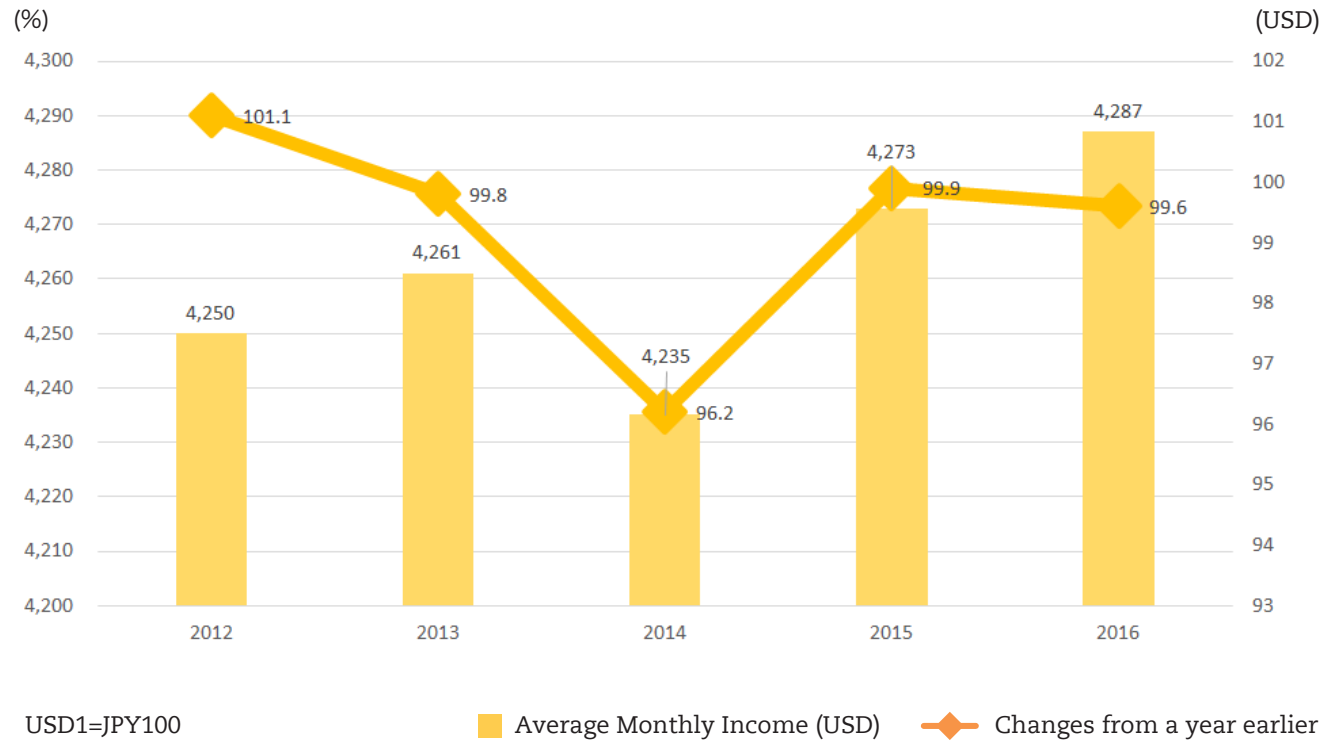


Source: Ministry of Internal Affairs and Communications Statistics Bureau, "Yearly Average of Monthly and Disbursements per Household (Workers' household)" <http://www.stat.go.jp/english/data/kakei/index.html>

# Japanese Consumer

## Household Income (2)

### Disposable Income trends

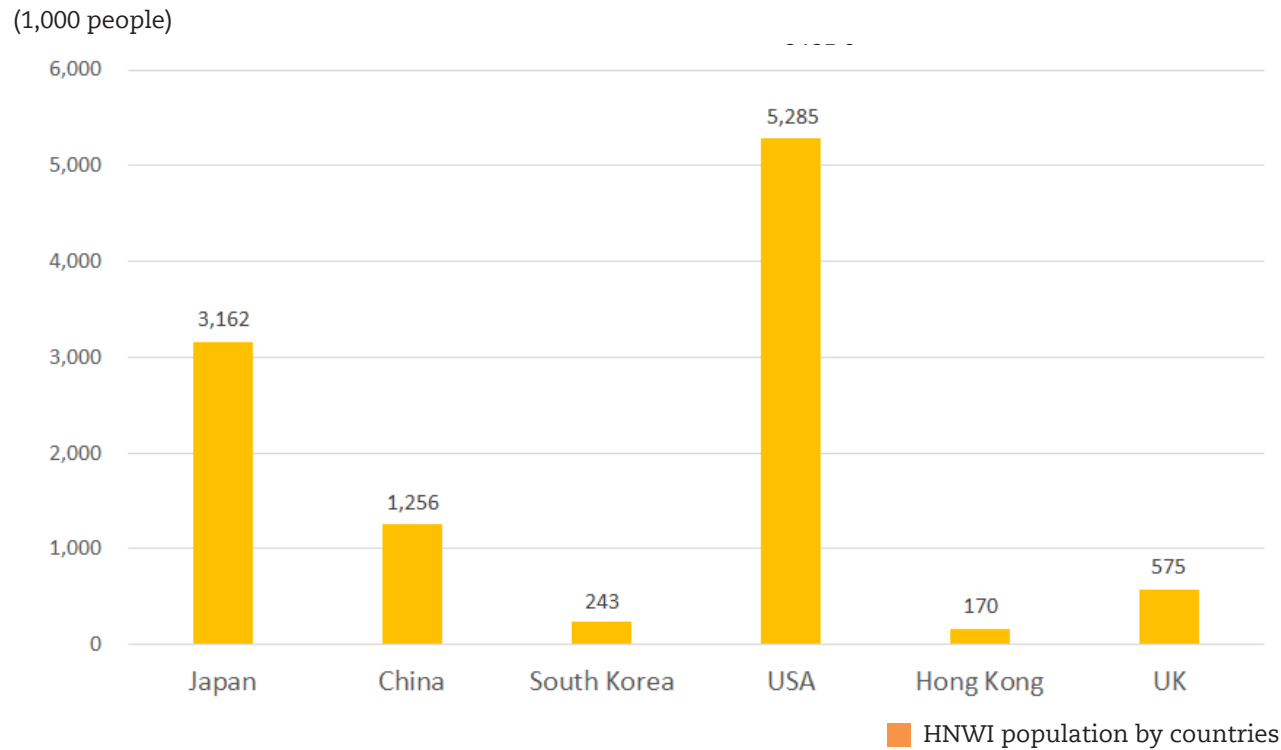


Source: Ministry of Internal Affairs and Communications Statistics Bureau, "Yearly Average of Monthly and Disbursements per Household (Workers' household)" <http://www.stat.go.jp/english/data/kakei/index.html>

# Japanese Consumer

## Affluent Consumer: HNWI Population in Japan

HNWI (High-net-worth individual):  
who has more than USD1 million financial assets



Source: Capgemini and RBC Wealth Management "World Wealth Report 2018"

<http://www.worldwealthreport.com/>