

# Japanese Market Potential

## Basic Policy on Economic and Fiscal Management and Reform (June 15, 2018 Cabinet Decision)

### Realizing Sustainable Economic Growth by Overcoming the Decreasing Birth Rate and Aging Population

### Major actions for realizing a strong economic growth

- Realization and expansion of human resources development revolution
- Realization and expansion of supply system innovation
- Promotion of work-style reform
- Acceptance of new human resources from overseas
- Initiatives for important issues
- Promotion of regional revitalization
- Achieving a safe and secure life

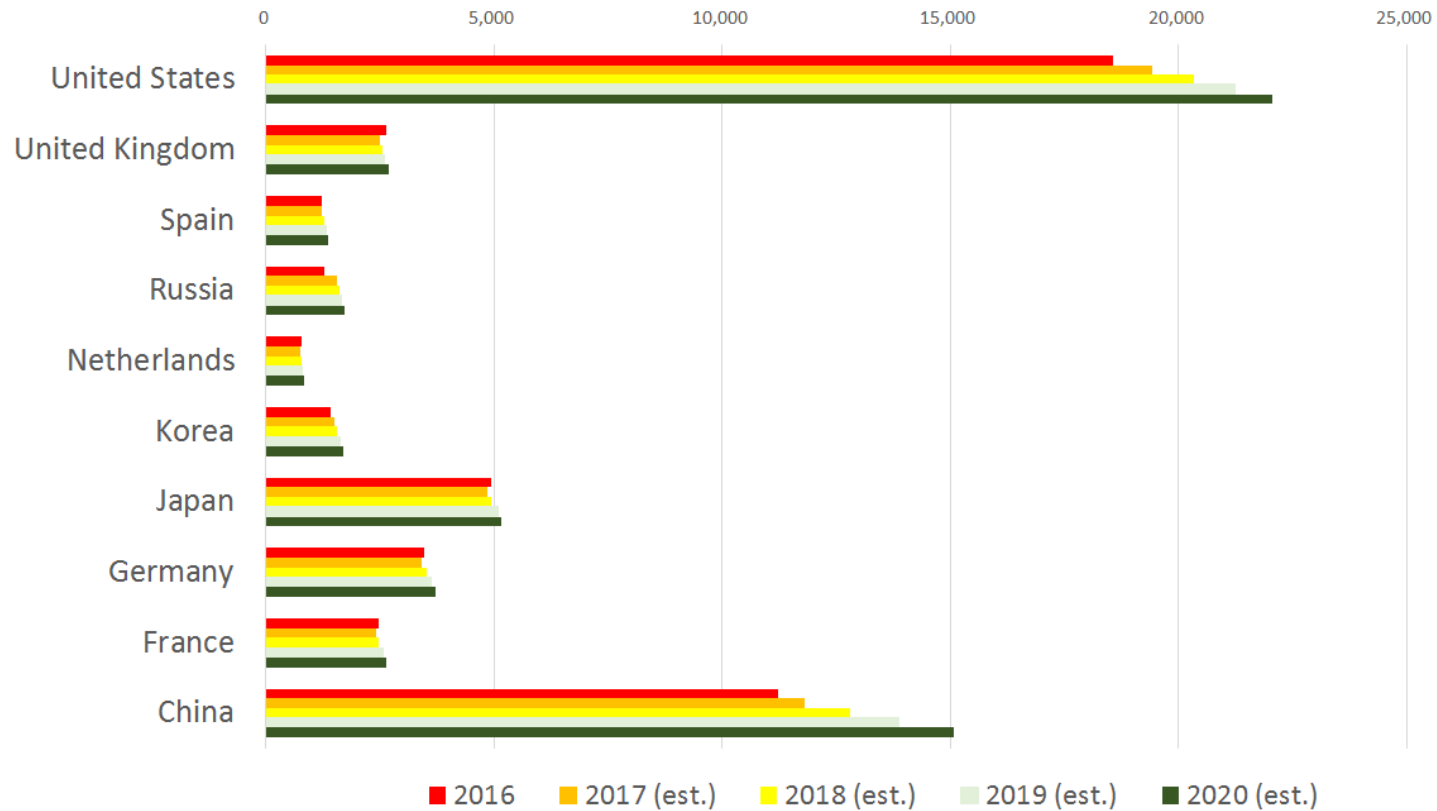


# Japanese Market Potential

## Enormous market (1)

(USD billion)

GDP by Country

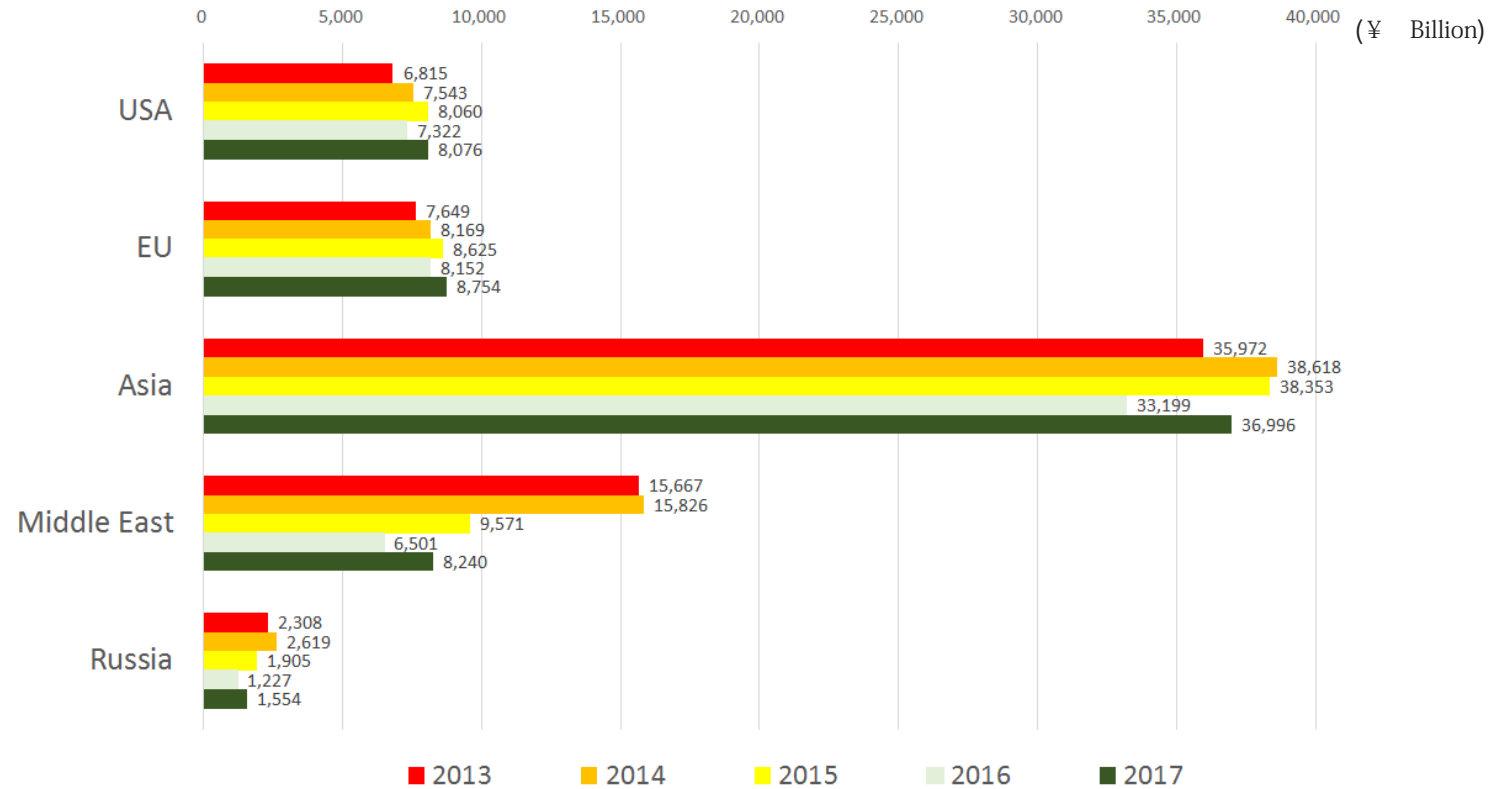


Source : IMF "World Economic Outlook Databases October, 2017 edition"  
<https://www.imf.org/external/pubs/ft/weo/2017/01/weodata/index.aspx>

# Japanese Market Potential

## Enormous market (2)

Imports from World by Area/ Country



Source: "Foreign Trade 2018" Japan Foreign Trade Council, Inc  
<http://www.jftc.or.jp/english/reports.htm>

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## Competitive Market

### Global Competitiveness Index 2018

1	United States
2	Singapore
3	Germany
4	Switzerland
5	Japan
6	Netherlands
7	Hong Kong
8	United Kingdom
9	Sweden
10	Denmark

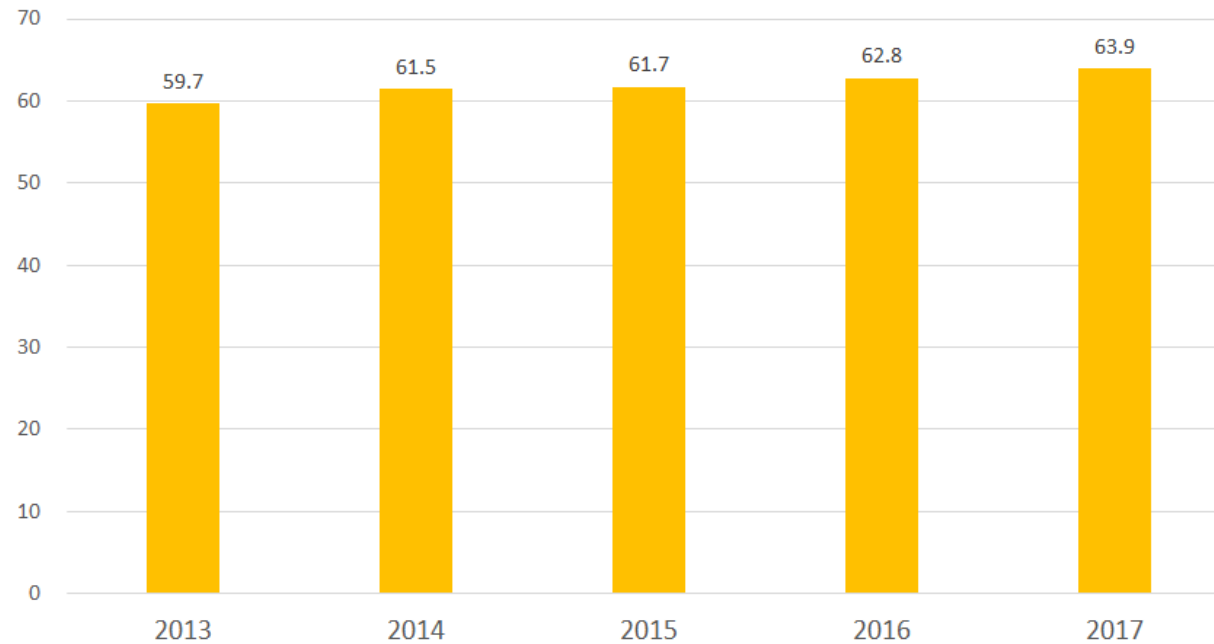
Rank  
**5** / 140 Countries

Source: World Economic Forum, "The Global Competitiveness Report 2018"  
<https://jp.weforum.org/reports/the-global-competitiveness-report-2018>

# Japanese Market Potential

## AD SPENDS SHOW THE CONTINUED GROWTH ( 1 )

Total Ad Spends in 2017: USD63.9 billion



USD1 = JPY100

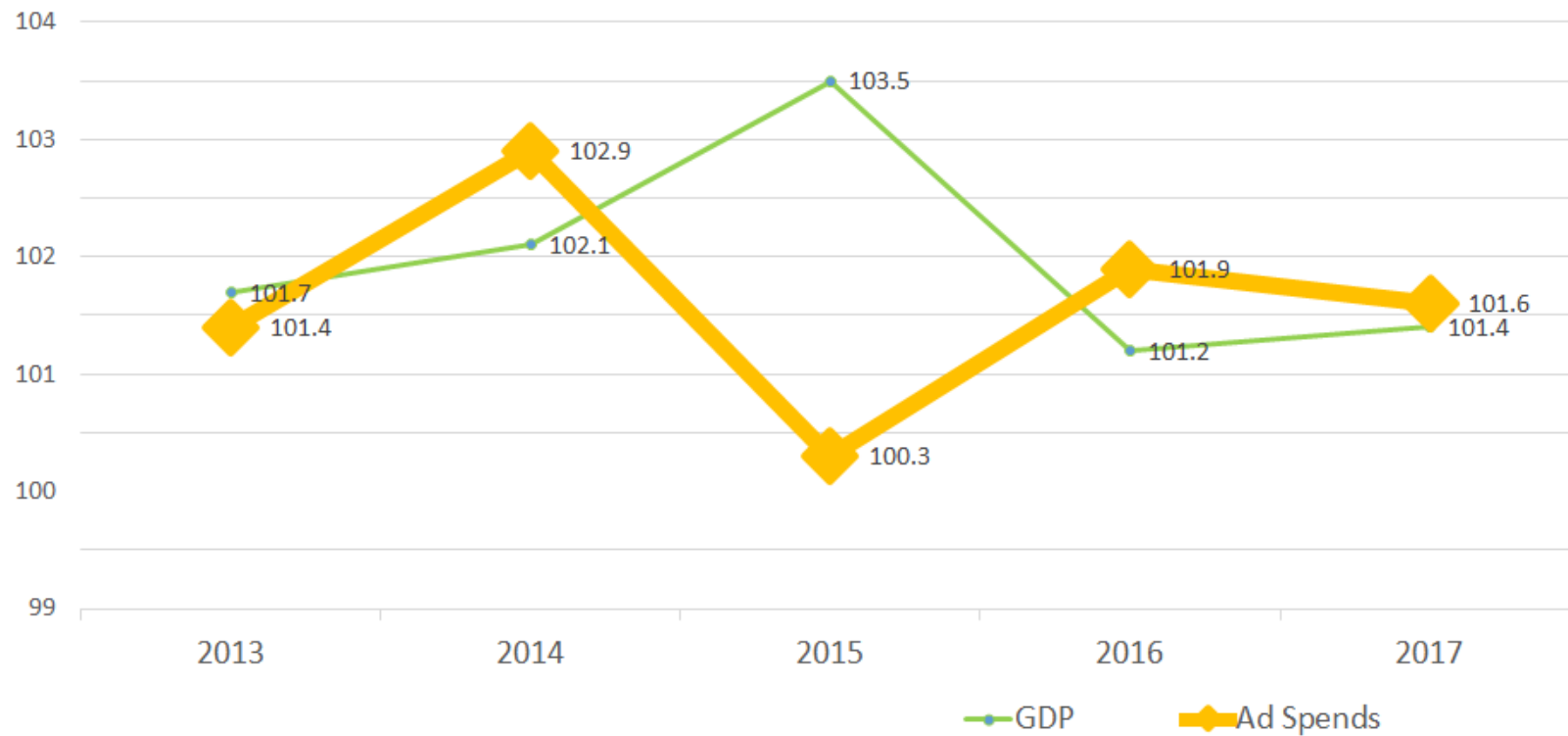
■ USD billion

Source: Dentsu, Inc. "Japan advertising expenditure 2017"  
[http://www.dentsu.com/knowledgeanddata/ad\\_expenditures/](http://www.dentsu.com/knowledgeanddata/ad_expenditures/)

# Japanese Market Potential

## AD SPENDS SHOW THE CONTINUED GROWTH ( 2 )

Trends of Ad Spends and GDP (Changes from a year earlier)



Source: Dentsu, Inc. "Japan advertising expenditure 2017"  
[http://www.dentsu.com/knowledgeanddata/ad\\_expenditures/](http://www.dentsu.com/knowledgeanddata/ad_expenditures/)

# Japanese Market Potential

## AD SPENDS SHOW THE CONTINUED GROWTH ( 3 )

### Ad Spends classified by Industries

(JPY billion)

