



HIGH PERFORMING GEOS

JAPAN

A COMPREHENSIVE
GUIDE TO VERTICALS,
TRAFFIC, AND LEADS



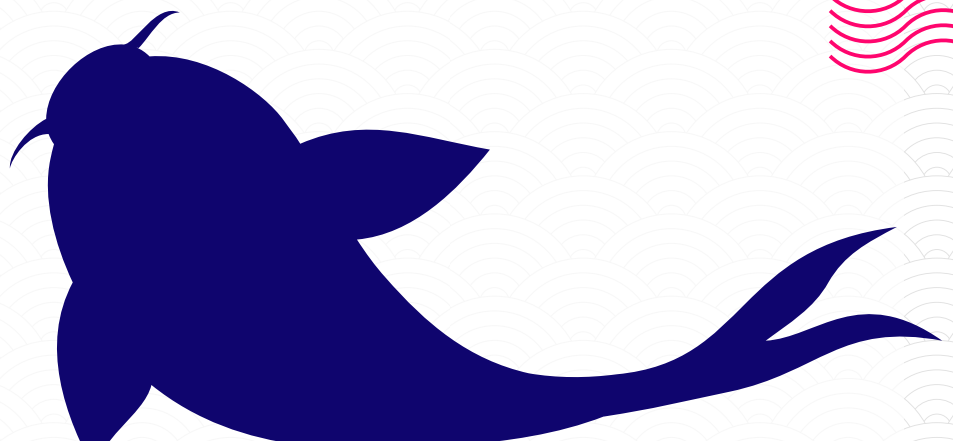


INTRO

Japan has been a global leader in terms of economic and financial growth for the last few decades, so it's no surprise that it's among the top GEOs for affiliate marketing.

As a matter of fact, the affiliate marketing industry in Japan is worth almost 5 billion US dollars, but the audiences are not as young and “conventional” as you’d expect.

Japanese culture is renowned across the world, and it's one of the most creative, but more than a quarter of the country is older than 65 years. This means that affiliates need to find their niche and create perfectly-honed content that caters to the slightly older, more savvy Japanese consumer.



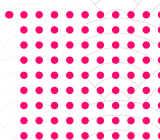


VERTICALS TO PROMOTE IN JAPAN

As you may already know, audiences in Japan are extremely educated when compared to other parts of the world. Besides most Japanese people having a secondary education degree, it's also worth noting that 60% of these folks have iPhones and **90% of them already shop online, making it extremely easy to promote certain verticals.**

Furthermore, Japanese audiences are easily swayed by influencers and hot global trends, which means that they can be convinced to try out new products through the right type of marketing. Additionally, almost 75% of all consumers review social media before making a purchase, especially when it comes to fashion and cosmetic goods.

Let's take a look at some of the best verticals for the Japanese market.



2.1 Gambling

Gambling is a very popular pastime in Japan, but it's also highly regulated by the government. From a social perspective, games of chance have been part of Japanese traditions for centuries, so they are generally well-regarded by most people.

One of the most interesting things about the Japanese gaming industry is that it doesn't rely on traditional sports; but instead, they focus on specific events that are not as popular on a global scale.

This is partially due to the fact that the government only allows gambling for certain types of events, which include horse racing, bicycle racing, motorboat races, and motorcycle races.

It's important to note that gambling is generally forbidden in Japan, but loopholes have allowed casinos to offer souvenirs as prizes, which can then be exchanged for cash money later on.



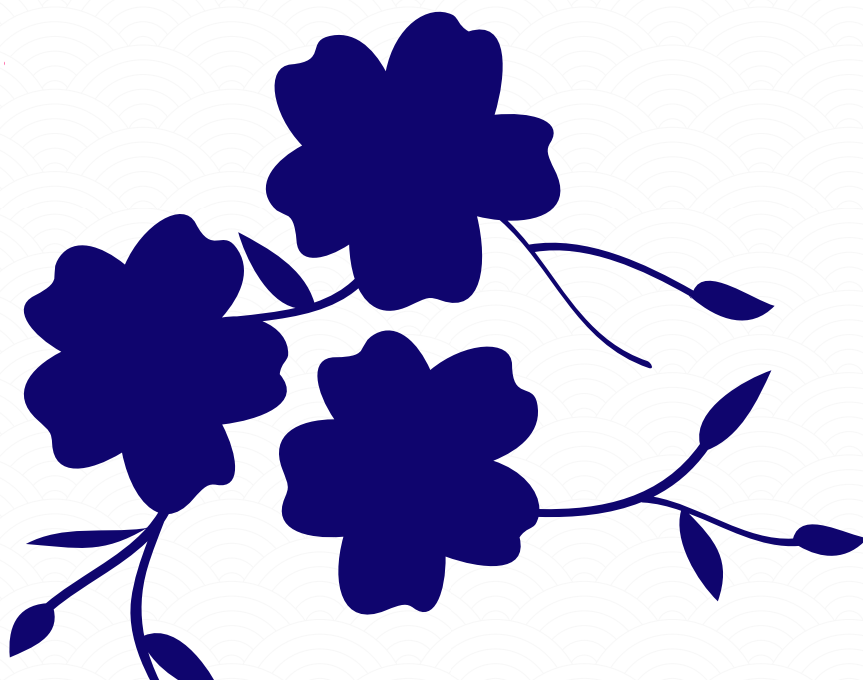
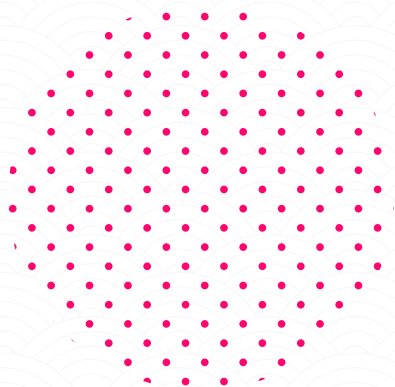
投資家の夫「チャート見ないのが株の常識」9割の
人が知らない利益確定の方程式が判明！

2.2 Dating

The dating industry is an evergreen vertical that generally performs well across all GEOs, but the Japanese market is perfect for this specialty to thrive.

The reason for this is that there is a major social problem with work-life balance, as more men (and women) are choosing to focus mainly on their careers and leaving any romantic aspirations for later life stages.

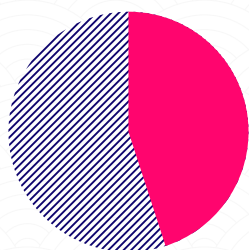
However, the global health crisis and subsequent lockdowns have exacerbated this issue. This has caused 9 in 10 unmarried people to feel lonely during lockdown periods, setting up the stage for the growth of dating apps and the entire industry for the next few years.



2.3 Nutra

The nutraceuticals industry includes a collection of additional sub-verticals, including natural supplements and alternative remedies. This vertical is extremely popular in Japan, partially due to the fact that the country has the oldest population in the world (the median age for Japanese citizens was almost 49 at the time of writing).

It's common for people to find ways to protect their joints, improve skin health, and control blood sugar levels, which makes goods like collagen, kale, and glucosamine supplements a great alternative for affiliates of all levels.



45% of the population takes dietary supplements

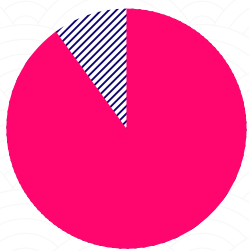
As a matter of fact, 45% of the population takes dietary supplements, making Japan one of the biggest markets for the nutra vertical

Finally, Japanese culture admires light skin, and thin people, so online users in this GEO are always looking for innovative solutions to achieve these goals. These solutions tend to be super-advanced, so don't be afraid to promote cutting-edge products for skin and overall well-being.

2.4 Gaming

The Japanese video game industry is worth about **1.5 trillion US dollars**, and that number is expected to creep to 1.8 by 2026.

While it doesn't boast the growth rate or potential of other areas, the well-established video game industry provides a great option for affiliates that want to target smartphones, work with well-known developers, or promote innovative consoles.



90% of all Japanese video game industry revenue goes to local providers

That said, it's important to note that 90% of all Japanese video game industry revenue goes to local providers, which means that foreign players trying to break into the market usually fail.

With more than 100 million smartphone users in Japan, mobile is already the lead type of gaming platform in the country. RPG gameplay is the leading type of mobile game, plus developers often build their reputation and consumer trust through online events that are accessible via the gaming interface itself.

2.5 Ecommerce

The average person in Japan spends around \$400 per year on online purchases, which is the reason why the local eCommerce industry is worth more than 160 billion US dollars.

Excluding travel, the most popular eCommerce verticals in Japan are fashion, beauty, electronics, DIY products, toys, video games, food, personal care products, and digital expenses like music subscriptions.

The percentage of users who purchase goods online is already close to 80%, and it's expected to reach the low-90s by 2025, which will only fuel the growth of the eCommerce industry as a whole.



スマホスタンド機能付き
両手をフリー
MOBILE PHONE HOLDER DESIGN

画面を吊るすと、かっこよく🌐！
所を邪魔しません
デスクトップに立ったまま、携帯電話ホルダーとしても使用できます
3速、バッテリー寿命が長い

「2点目僅か2000円」多機能ハンギングスクリーンファン



コンパクトで持ち運び易い 🌐
家庭用/車用/職場用幅広く適用性
1日10分間、首の疲れや不快感が軽減
頸椎をリラックスさせ、体を健康に



ゆるっとした落ち感
夏のくすみカラー

ワイドパンツ上下セット、ゆるっとした落ち感が魅力、吸汗・速乾加工素材、肌触り爽快 1セット 5980円

1セット5980円 ワイドパンツ上下セット、ゆるっとした落ち感が魅力、肌触り爽快

As you can imagine, the most popular form of payment is through credit or debit card (65% of all payments), with bank transfers (14%), cash (13%), and other methods only being used a small percentage of the time. Furthermore, the average revenue per user in this industry and GEO is more than \$1100, but note that 90% of Japanese people prefer to purchase from local stores or national platforms.



However, Japanese consumers are known for conducting extensive research and tend to be attracted to specialty items that are only available abroad, like French wines and Swiss watches. This means that creating a site with a great look and feel is essential if you want to convince Japanese users to purchase goods, whether it's from a national or foreign company.



As in other developed regions, COVID-19 lockdowns have also accelerated the growth of the eCommerce industry and the adoption of online shopping. This has resulted in **more than 50% of households using online shopping on a regular basis.**

2.6 Apps

The adoption of powerful smartphones and the availability of lightning-fast mobile internet connections have created the perfect environment for app developers to thrive in Japan. That said, the top type of app in the country is chat or messenger platforms, specifically the platform LINE. Additionally, some of the most popular types of ads include dating apps, comic book apps, and streaming platforms among others.

In terms of the creatives that you can use for the apps industry and the Japanese market as a whole, you should aim to create highly localized content as this tends to produce the best results in terms of engagement.

Not only this, but you should also employ kawaii elements. Kawaii is the culture of cuteness that's predominant in many areas of Japanese culture. Think HelloKitty and similar characters that have a gentle demeanor and non-threatening appearance.



これ入れれば 아이폰完成! 入れなきゃ損な無料お手軽便利アプリ特集

なぜ董卓は呂布に虎牢関をさせるだろう? 遊んだらわかる

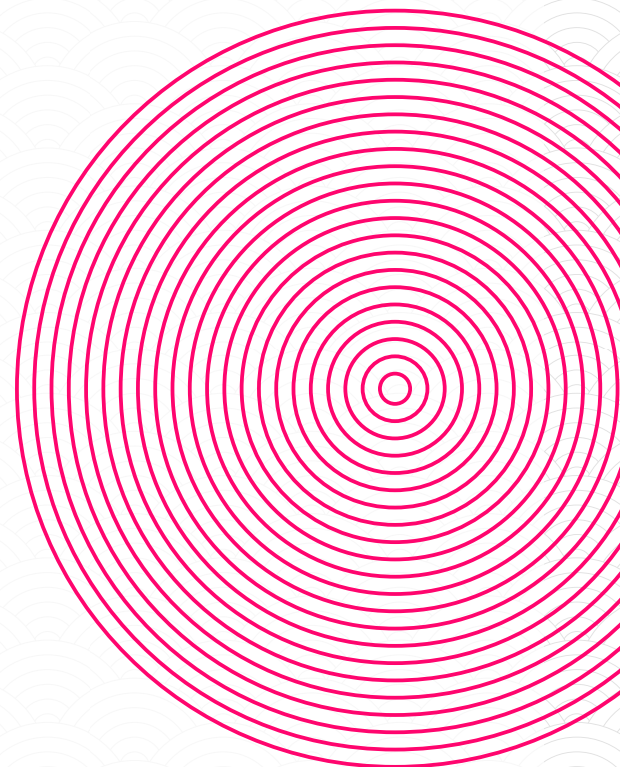
虎牢関を占領、呂布討伐戦を再現しよう!
The strongest alliance battle begins on May 19th! Total reward 50 million yen!
Supervised by Koei Tecmo Games, the innovative Three Kingdoms! Over 50 million downloads worldwide! Now being delivered!

長谷川博己と肩を並べて戦え
200人の究極共闘。無課金でも楽しめる三国SLG、今すぐ戦場へ

長谷川博己「地の利が勝利の鍵」

Some other elements you may want to test in your creatives include:

- Cartoon characters
- Extremely creative banners
- Traditional Japanese motives
- Schoolgirls





READY TO MONETIZE TRAFFIC FROM THE BEST GEOS?

Choosing the best GEO and industry for your next campaign is not easy, but we hope that this research paper allows you to make the best decision for your specific case. To learn more about the best verticals and how to find the best offers, contact Zeydoo today, and our team will be glad to help.

