

Summary Results of the 2019 Survey of Household Economy

I Expenditure on Goods and Services Ordered over the Internet (Two-or-more-person households)

1 The proportion of households that ordered over the internet to all Two-or-more-person households reached 42.8% in 2019. It had increased 24.7 percentage points for 10 years from 2009 at 18.1%.

2 Average expenditure per household on goods and services ordered over the internet was 14,332 yen a month in 2019. It increased in 2019 by 13.7% in nominal terms from the previous year.

Looking at this by item, Home electronics & furniture increased by 22.2% and Culture-related*¹ increased in 2019 by 16.1% from the previous year. All items showed increases.

Looking at this by age group of the head of household, the under-40 group increased by 19.9% and the 50-59 years old group increased in 2019 by 15.0% from the previous year. All of the age groups showed increases.

Average expenditure per household on goods and services ordered over the internet was 33,461 yen a month in 2019. It increased in 2019 by 4.4% in nominal terms from the previous year.

*¹ Total expenditure on books and other reading materials, software (music, video, personal computer, TV game), ebooks, downloaded music, video, applications and tickets.

3 Looking at Home electronics & furniture by item, Home electronics increased by 25.7% and furniture increased in 2019 by 12.8% from the previous year. All items showed increases.

Looking at this by age group of the head of household, the under-40 group increased by 34.7% and the 50-59 years old group increased in 2019 by 33.7% from the previous year. All of the age groups showed increases.

Looking at Home electronics by month, monthly expenditure in 2019 was the highest in September.

4 Looking at Culture-related by item, tickets increased by 28.3% and Downloaded music, video and applications increased in 2019 by 24.2% from the previous year. All items showed increases.

Looking at this by age group of the head of household, the 60-69 years old group increased by 20.0% and the 50-59 years old group increased in 2019 by 16.1% from the previous year. All of the age groups showed increases.

Looking at Tickets by month, monthly expenditure in 2019 was the highest in June.

5 With regard to the breakdown of annual expenditure per household on goods and services ordered over the internet per household, Travel-related was the highest at 23.8% of the total, followed by Food at 13.9%, Clothing & footwear at 10.9%, Culture-related at 10.5% and Home electronics & furniture at 8.7% in 2019.

II Ownership and Utilization of Electronic Money (Two-or-more-person households)

1 The proportion of households with members who owned electronic money was 62.4% in 2019. It increased in 2019 by 3.2 percentage points from the previous year. The proportion of households with members who used electronic money was 53.2% in 2019. It increased in 2019 by 2.8 percentage points from the previous year.

2 Looking at the proportion of households with members who owned electronic money by age group of the head of household, it was the highest in the 40-49 years old and the 50-59 years old group at 66.9%, followed by the under-40 group at 64.0% and the 60-69 years old group at 52.0% in 2019.

The under-40 group increased by 4.3 percentage points and the 50-59 years old group increased in 2019 by 3.7 percentage points from the previous year. All of the age groups showed increases.

3 Average expenditure per household using electronic money was 20,567 yen a month in 2019. It increased in 2019 by 12.7% in nominal terms from the previous year.

The proportion of households with members who used over 10,000 yen in electronic money was 31.2% in 2019. It increased in 2019 by 3.2 percentage points from the previous year.

4 Looking at average expenditure per household using electronic money by age group of the head of household, it was the highest in the 60-69 years old group at 23,045 yen, followed by the 50-59 years old group at 21,400 yen and the 40-49 years old group at 19,823 yen a month in 2019.

The 60-69 years old group increased by 18.5% and the 70 years old or more group increased in 2019 by 15.0% from the previous year. All of the age groups showed increases.