

Summary Results of the 2023 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 goods or services on the internet to all two-or-more-person households was 53.5% in 2023. This figure was higher than the previous year (52.7%), which represented a record high since the start of the survey in 2002.

2 Average expenditure on goods and services ordered over the internet per household was 23,021 yen a month in 2023. It increased by 10.6% in 2023 in nominal terms from the previous year.

Looking at this by item, Travel-related costs increased by 49.5% and Tickets increased by 20.7% in 2023 from the previous year. On the other hand, gift items decreased by 5.4% in 2023 in nominal terms from the previous year.

Looking at expenditure proportion by item, Food was the highest at 21.3% of the total, followed by Travel-related costs at 19.5%, Clothing and footwear at 10.4%, Home electronics and furniture at 7.4% in 2023.

Looking at this by age group of the head of household, 60-69 years old group increased by 17.8% in 2023 in nominal terms from the previous year. All of the age groups showed increases.

3 Looking at Travel-related costs by item, Accommodation services, fares, package tours (payment on the Internet) increased by 56.4%, Accommodation services, fares, package tours (payment on-site) increased by 32.0% in 2023 in nominal terms from the previous year.

Looking at this by age group of the head of household, the 70 years old and over group increased by 77.1% and the 60-69 years old group increased by 60.1% in 2023 from the previous year. All of the age groups showed increases.

Looking at Travel-related costs, every monthly expenditure during 2023 increased from the same month of the previous year.

4 Looking at Culture-related costs*¹ by item, Tickets increased by 20.7% and Digital books increased by 5.5% in 2023 in nominal terms from the previous year. On the other hand, Software (music, video, personal computer, TV game) decreased by 6.4% and Download music, video, applications decreased by 2.1% in 2023 from the previous year.

*¹ Total expenditure on “Books and other reading materials”, “Software (music, video, personal computer, TV game)”, “Digital books”, “Downloaded music, video, applications” and “Tickets”.

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

- 1 The proportion of households with members who owned electronic money was 73.0% in 2023. It increased by 4.2 percentage points in 2023 from the previous year.

The proportion of households with members who used electronic money was 63.4% in 2023. It increased by 4.4 percentage points in 2023 from the previous year.

- 2 Looking at the proportion of households with members who used electronic money by age group of the head of household, it was the highest in the 40-49 years old group at 75.3%, followed by the 50-59 years old group at 75.1% and the under 40 years old group at 73.3% in 2023.

The under 40 years old group increased by 5.1 percentage points in 2023 and the 60-69 years old group increased by 4.9 percentage points in 2023. All of the age groups showed increases.

- 3 Average amount of money per household using electronic money was 30,282 yen a month in 2023. It increased by 7.0% in 2023 in nominal terms from the previous year.

With regard to the breakdown, the average amount of money per household using electronic money for railway and bus was 4,059 yen a month in 2023. It increased by 11.9% in 2023 in nominal terms from the previous year.

In addition, the average amount of money per household using electronic money for purposes other than use for railway or bus was 26,223 yen a month in 2023. It increased by 6.3% in 2023 in nominal terms 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 40-49 years old group at 32,195 yen, followed by the 50-59 years old group at 31,142 yen and the 60-69 years old group at 31,125 yen a month in 2023.

The 40-49 years old group increased by 15.8% and the 70 years old and over group increased by 6.7% in 2023 in nominal terms from the previous year. All of the age groups showed increases except for the under 40 years old group.