

## Summary Results of the 2025 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 over the Internet to all two-or-more-person households was 56.9% in 2025. This figure was higher than the previous year (55.3%), and represents 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 26,928 yen per month in 2025. It increased by 8.0% in nominal terms from the previous year. This result exceeded the rate of inflation.

Examining the categories with the largest increases, "Tickets" rose 16.5% and "Insurance" rose 14.8% compared to the previous year.

The categories with the highest expenditure ratios were "Food" at 21.6%, "Travel-related costs" at 20.9%, "Clothing and footwear" at 9.8%, "Home electronics and furniture" at 7.0%, and "Culture-related costs besides tickets" at 5.1%.

3 Examining the category of "Tickets," which had the highest growth rate in online shopping expenditures in 2025, and comparing the figures by the age group of the household head with those from the previous year, we see that spending increased by 7.9% for those under 40, 10.0% for those aged 40-49, 24.8% for those aged 50-59, 17.4% for those aged 60-69, and 14.0% for those aged 70 and over.

4 In 2025, online spending on "Food" increased compared to the previous year: "Foods" increased by 12.5%, "Beverages" by 10.8%, and "Food Deliveries" by 6.6%.

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

1 The proportion of households with members who owned electronic money was 74.3% in 2025. It increased by 0.2 percentage points from the previous year.

The proportion of households with members who used electronic money was 63.5% in 2025. It was unchanged from the previous year.

2 The figures for 2025 for the percentage of households using electronic money by the age group of the head of household were as follows: 69.8% for those under 40; 75.1% for those aged 40-49; 75.4% for those aged 50-59; 69.5% for those aged 60-69; and 45.5% for those aged 70 and over.

From 2024 to 2025, the proportion of people aged 60-69 increased by 1.3 percentage points, while the proportions of those aged 50-59 and 70 and over increased by 0.3 percentage points, respectively. Conversely, the proportion of people aged 40-49 decreased by 0.8 percentage points, as did the proportion of those under 40 by 0.5 percentage points.

3 In 2025, the average household spent 33,933 yen per month on electronic money. This figure marked a 6.1% nominal increase from the previous year. This increase exceeded the rate of inflation.

The average monthly expenditure per household on electronic money for rail and bus travel in 2025 was 4,593 yen, according to the breakdown. This figure increased by 7.1% from the previous year.

Furthermore, the average monthly amount spent by households on electronic money for purposes other than rail or bus travel in 2025 was 29,340 yen. This figure marked a 5.9% nominal increase from the previous year.

4 In 2025, the average monthly electronic money expenditure by age group of the household head was 30,306 yen for those under 40, 35,282 yen for those aged 40-49, 36,532 yen for those aged 50-59, 35,106 yen for those aged 60-69, and 30,268 yen for those aged 70 and over.

An increase from the previous year was observed in all age groups except for the under-40 group.