

Statistics Bureau News Bulletin

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Results of the 2007 National Survey of Prices — Outlet Prices —

As part of the reports of the 2007 National Survey of Prices, "Results for Outlet Prices" was released on March 27, 2009. This report includes prices of goods at retail outlets and services at establishments engaged in service industries.

〈Outline of the survey〉

The National Survey of Prices is a large-scale quinquennial survey conducted since 1967. It aims to provide statistics on price differentials among type of outlets, regions, brands and other factors that affect the prices incurred to consumers.

The 2007 survey was conducted in all cities with a population of 100,000 or more (263 cities) and 410 selected municipalities of less than 100,000. The survey covered about 137,000 retail outlets, about 65,000 establishments engaged in service industries and about 2,200 establishments engaged in online/mail-order business. This survey collected the prices of 180 items of goods and 34 items of services. The survey was carried out as of November 21, 2007.

Differentials by outlet

The total number of tabulated outlets of the 2007 National Survey of Prices was 113,878. With regard to type of outlets, the percentage of Conventional Retail Outlets was 79.5%, followed by Supermarkets (7.3%), Discount Stores (5.2%) and Convenience Stores (4.4%). (Table 1)

Table 1 Number and percentage of outlets by type of outlets and sales floor space

Sales floor space ^{*1}		Type of outlets								
		Total ^{*3}	Conventional Retail Outlets	Supermarkets	Discount Stores	Pharmacies (Drug Stores)	Convenience Stores	Department Stores	Consumers' cooperative Stores	Others
Number of outlets	Total ^{*2}	113,878	90,484	8,349	5,935	2,376	4,961	260	565	883
	Under 1,000m ²	93,182	79,929	2,709	2,629	2,047	4,805	-	252	755
	1,000m ² and over	11,318	1,730	5,515	3,204	295	-	257	308	6
(Regrouped)	Under 450m ²	88,316	78,219	1,518	1,591	1,207	4,805	-	198	734
	450m ² and over	16,184	3,440	6,706	4,242	1,135	-	257	362	27
	Total ^{*2}	100.0	79.5	7.3	5.2	2.1	4.4	0.2	0.5	0.8
Percentage (%)	Under 1,000m ²	100.0	85.8	2.9	2.8	2.2	5.2	-	0.3	0.8
	1,000m ² and over	100.0	15.3	48.7	28.3	2.6	-	2.3	2.7	0.1
	(Regrouped)	Under 450m ²	100.0	88.6	1.7	1.8	1.4	5.4	-	0.2
450m ² and over	100.0	21.3	41.4	26.2	7.0	-	1.6	2.2	0.2	

(Notes)

*1) The data for "Sales floor space" was based on the results of the 2007 Census of Commerce.

*2) "Total" included the outlets whose sales floor space were not available in the Census of Commerce, such as gas stations, and those outlets that could not be matched to the data of the Census.

*3) "Total" included outlets whose types were not reported.

Number and percentage of outlets by Discount and/or Privilege Service

To clarify the current status of outlets and prices, this survey included a new item which studies whether the outlets offer the “Discount and/or Privilege Services” or not.

The percentage of outlets that offer the “Discount and/or Privilege Services” was 58.9%. Regarding the type of outlets, the percentage of Department Stores was the highest(93.1%), followed by Pharmacies(92.3%), Consumers’ cooperative Stores(88.3%), Supermarkets(81.2%) and Convenience Stores(80.8%).

With regard to the type of services, the percentage of outlets that offer a “Point System” was the highest (24.0%). The “Point System” was the most popular among the types of service for almost all the types of outlets. The percentage of outlets offering the “Point System” was as follows: Consumers’ cooperative Stores (78.2%), Department Stores (78.1%), Pharmacies (70.5%), Convenience Stores (63.9%), Supermarkets (53.2%) and Discount Stores (47.6%). (Table 2)

Table 2 Number and percentage of outlets by Discount and/or Privilege Service and type of outlets

Type of outlets	Total	Discount and/or Privilege Services *2					No Discount and/or Privilege Services	
		Discount Prices for Members	Discount Price Coupons	Point System	Stamp Card	Others		
Number of outlets								
Total *1	113,878	67,055	18,343	12,951	27,276	23,248	14,445	46,823
Conventional Retail Outlets	90,484	48,785	11,218	6,371	14,426	18,868	12,489	41,699
Supermarkets	8,349	6,777	2,507	2,259	4,445	2,571	838	1,572
Discount Stores	5,935	4,237	1,511	1,622	2,825	718	414	1,698
Pharmacies (Drug Stores)	2,376	2,192	700	983	1,675	682	144	184
Convenience Stores	4,961	4,007	2,002	1,537	3,169	189	376	954
Department Stores	260	242	131	16	203	31	24	18
Consumers' cooperative Stores	565	499	209	123	442	84	53	66
Others	883	277	48	38	70	94	99	606
Percentage (%)								
Total *1	100.0	58.9	16.1	11.4	24.0	20.4	12.7	41.1
Conventional Retail Outlets	100.0	53.9	12.4	7.0	15.9	20.9	13.8	46.1
Supermarkets	100.0	81.2	30.0	27.1	53.2	30.8	10.0	18.8
Discount Stores	100.0	71.4	25.5	27.3	47.6	12.1	7.0	28.6
Pharmacies (Drug Stores)	100.0	92.3	29.5	41.4	70.5	28.7	6.1	7.7
Convenience Stores	100.0	80.8	40.4	31.0	63.9	3.8	7.6	19.2
Department Stores	100.0	93.1	50.4	6.2	78.1	11.9	9.2	6.9
Consumers' cooperative Stores	100.0	88.3	37.0	21.8	78.2	14.9	9.4	11.7
Others	100.0	31.4	5.4	4.3	7.9	10.6	11.2	68.6

(Notes)

*1) “Total” included outlets whose types were not reported.

*2) “Discount and/or Privilege Services” allowed multiple answers, and included outlets whose services were not reported.

Price differential between outlets with “Point System” relative to those without any services

With regard to the majority of industrial food products manufactured by large enterprises the average prices at Supermarkets that offer the “Point System” were generally higher than those that do not offer any Discount and/or Privilege Services. (Table 3)

Table 3 Average price and price differential of outlets with the “Point System” relative to those without any services (Supermarkets)

Item	Average price (Yen)		Price *1 differential (%)	
	Outlets with “Point System”	Outlets without Discount and/or Privilege Services		
Industrial food *2 products manufactured by large enterprises	Mineral water, 6 bottles	841	773	8.8
	Edible oil, 1500g	432	405	6.7
	Instant noodles	119	112	6.3
	“Natto”, fermented soybeans, 45g × 3 packages	109	103	5.8
	Mineral water, 1 bottle	152	144	5.6
	Canned tuna, 1 can	151	144	4.9
	Potato chips	161	154	4.5
	Yogurt, 500g	185	177	4.5
	Instant coffee	643	616	4.4
	Liquid seasonings, 210g	285	275	3.6
	Ice cream	243	235	3.4
	Tea drinks, 2000ml	203	197	3.0
	Fresh milk	179	174	2.9
	Biscuits	180	176	2.3
	Low-malt beer, 6 cans	780	764	2.1
	Canned coffee	93	92	1.1
	Low-malt beer, 1 can	139	138	0.7
	Beer, 1 can	200	199	0.5
	Beer, 6 cans	1,133	1,128	0.4
	Ham	254	254	0.0
Cola drinks	104	104	0.0	
Chocolate	92	92	0.0	
Soy sauce	262	263	-0.4	

(Notes)

*1)

$$\text{Price differential} = \frac{\text{Average price of outlets with “Point System”} - \text{Average price of outlets without Discount and/or Privilege Services}}{\text{Average price of outlets without Discount and/or Privilege Services}} \times 100$$

If the price differential is positive, the price of outlets with the “Point System” is higher, and if the price differential is negative, the price of outlets without Discount and/or Privilege Services is higher.

*2) Industrial products manufactured by large enterprises were defined as products made by enterprises with more than 300 employees in principle.

(Source) The National Survey of Prices (Statistics Bureau, Japan)

For further this survey details, see the web site below.

<http://www.stat.go.jp/english/data/zenbutu/index.htm>