

DIGITAL & TRENDS

Smartphone market in Japan

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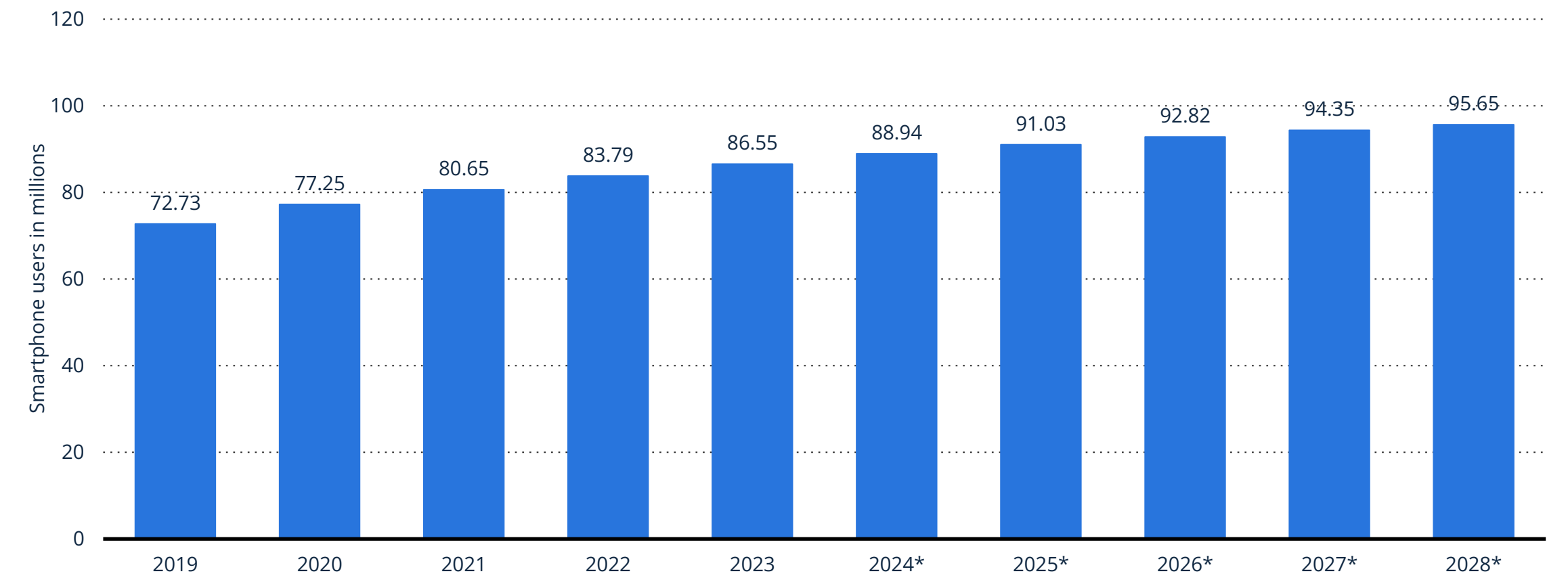
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CHAPTER 01

Overview

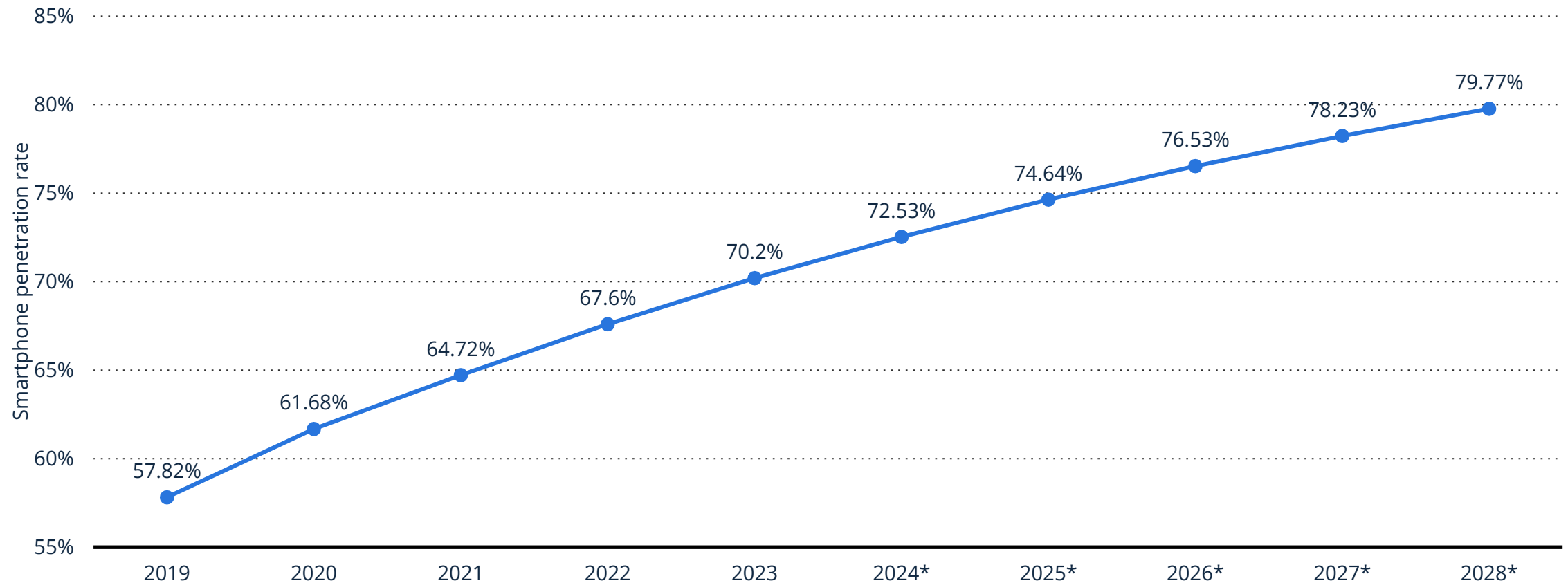
Number of smartphone users in Japan from 2019 to 2023 with a forecast until 2028 (in millions)

Number of smartphone users Japan 2019-2028



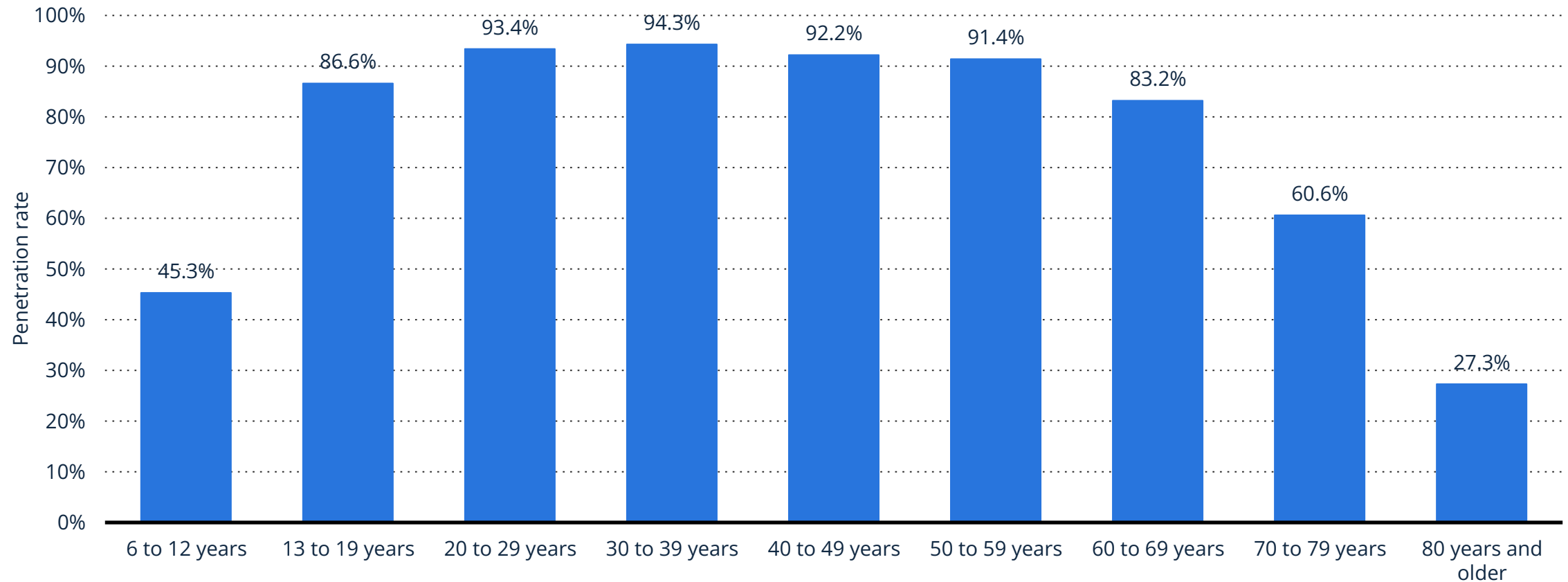
Share of people who use smartphones in Japan from 2019 to 2023 with a forecast until 2028

Smartphone penetration rate Japan 2019-2028



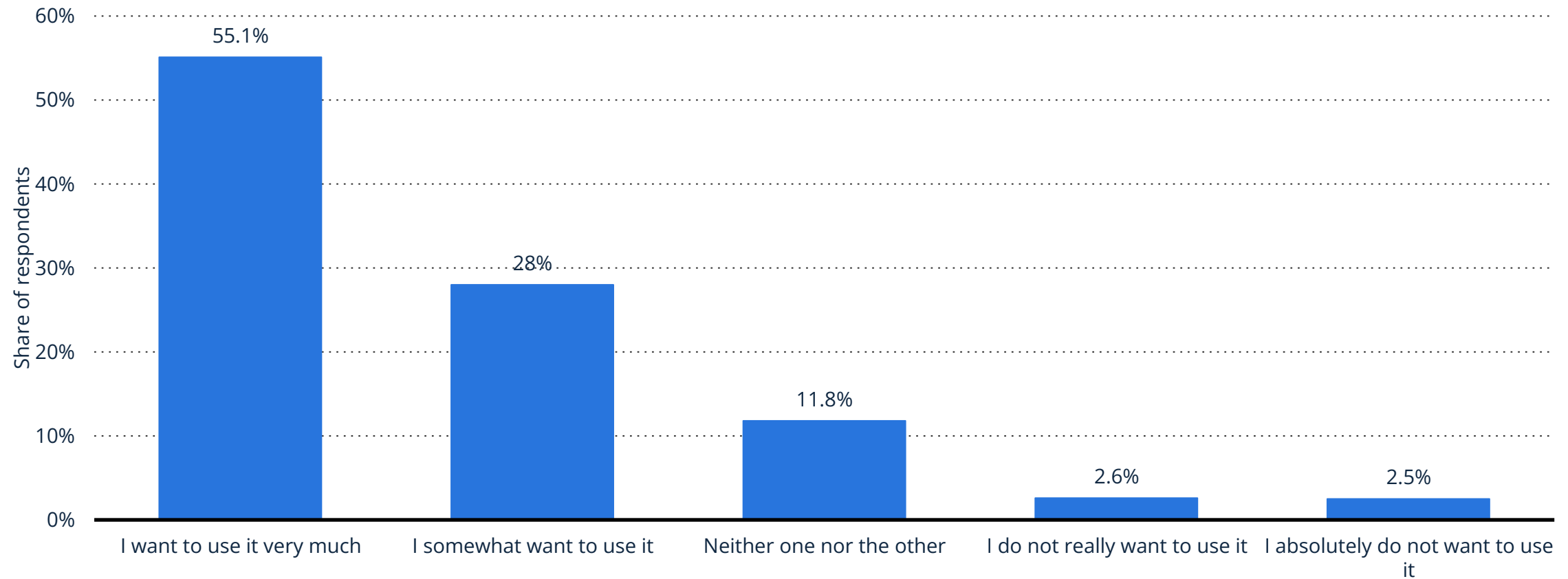
Share of people who own smartphones in Japan in 2022, by age group

Smartphone penetration rate Japan 2022, by age group



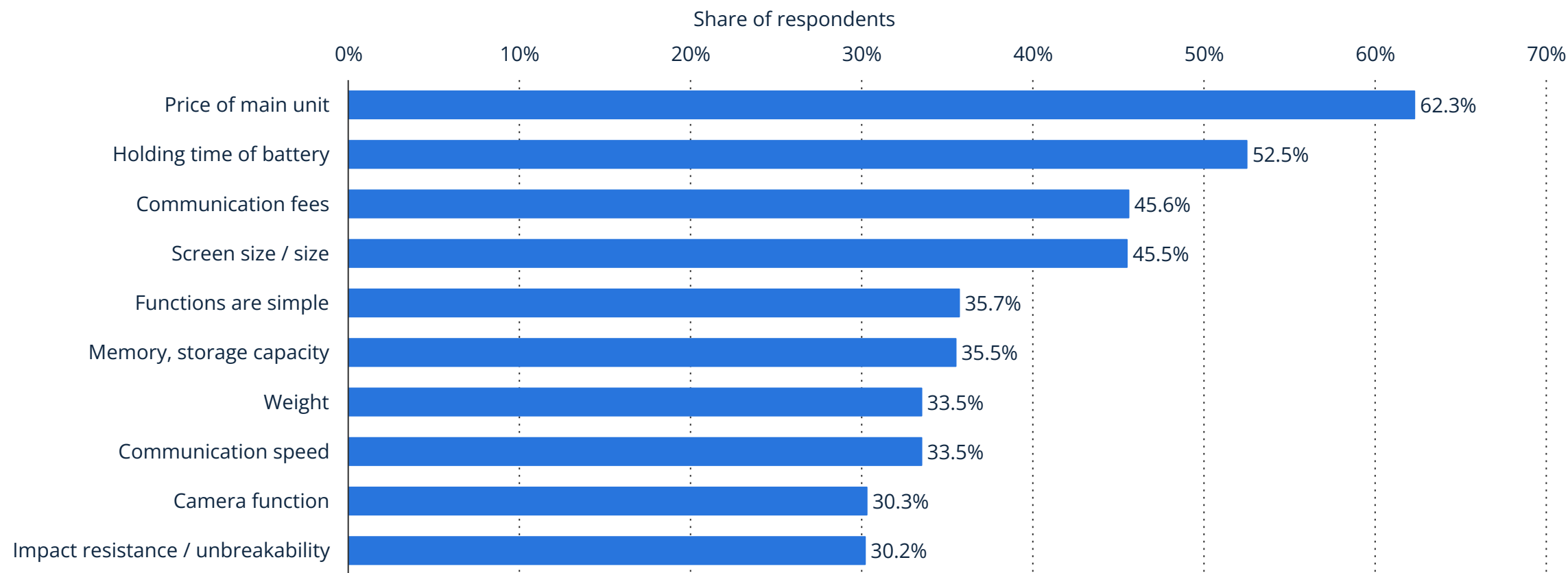
Share of people who want use a smartphone in Japan as of September 2023

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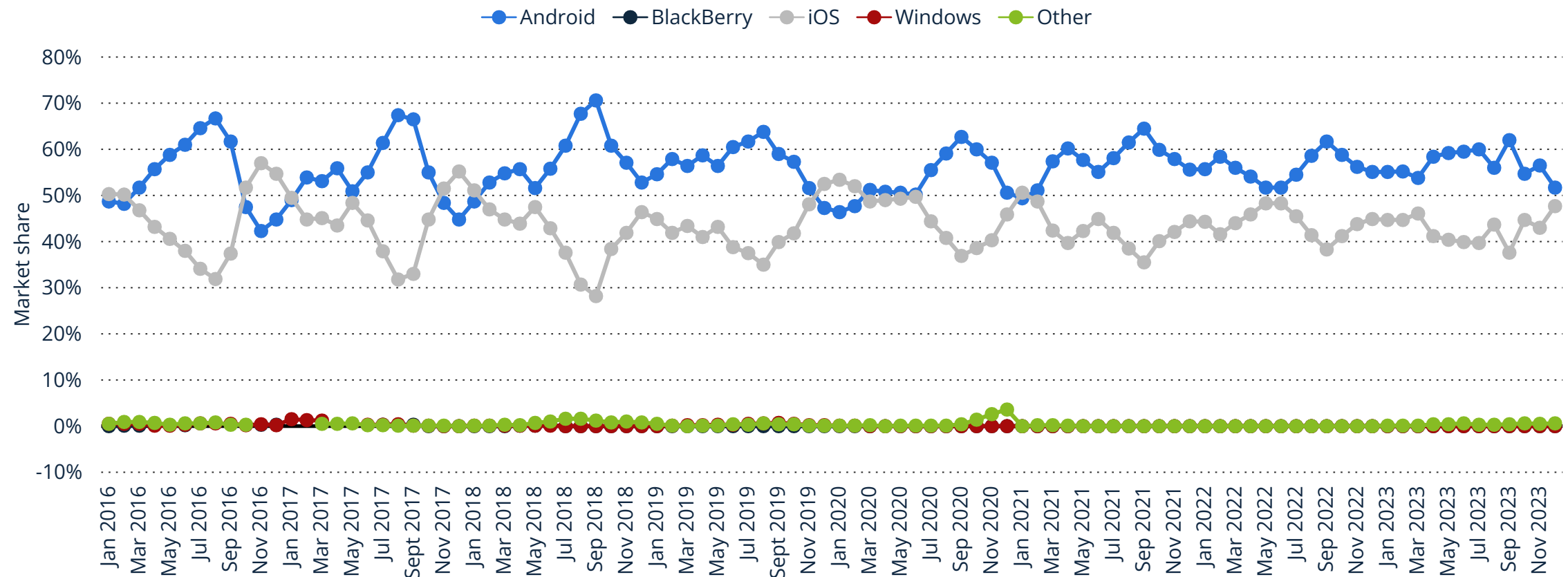
Most important criteria in choosing a smartphone in Japan as of September 2023

Leading criteria in choosing a smartphone Japan 2023



Monthly market share held by smartphone operating systems in Japan from January 2016 to December 2023

Monthly market share held by smartphone OS in Japan 2016-2023

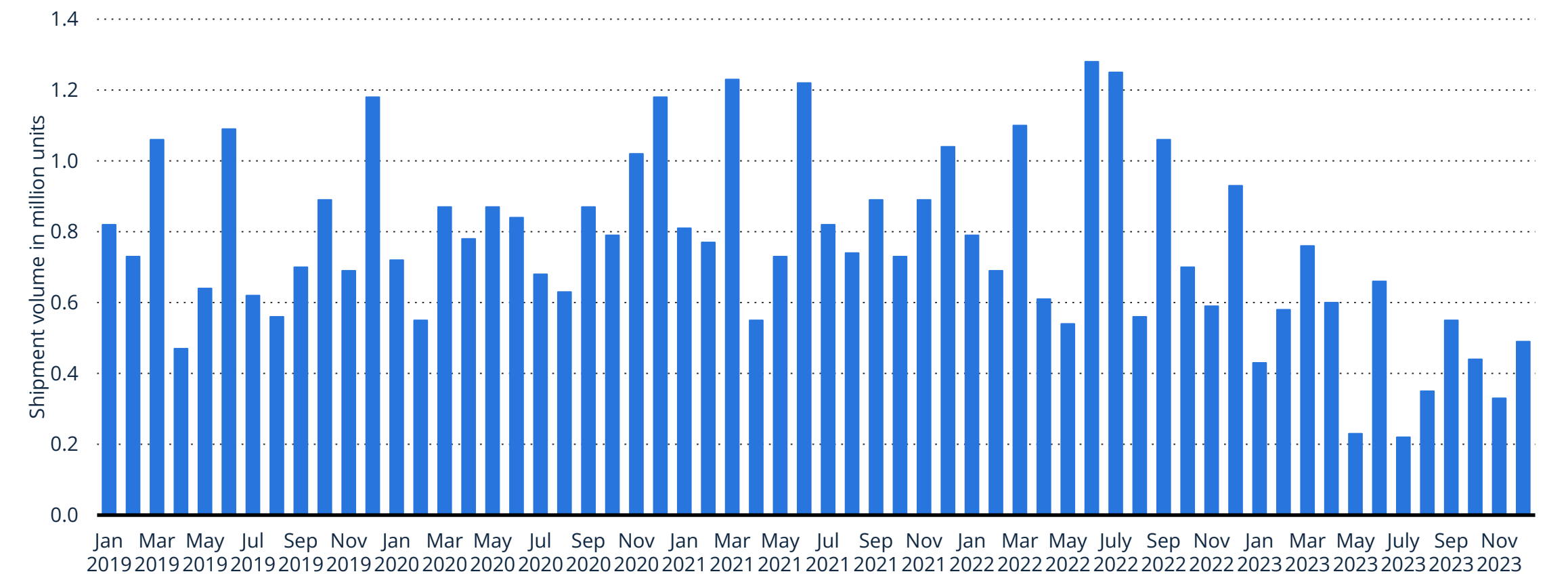


CHAPTER 02

Retail and trade

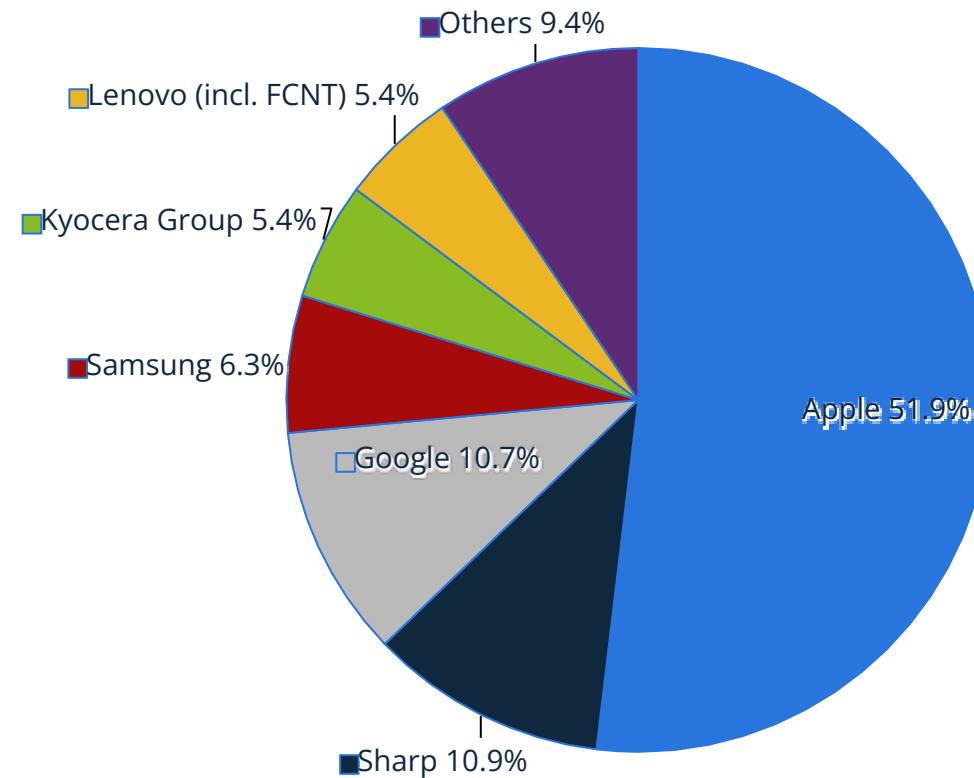
Monthly domestic shipment volume of smartphones in Japan from January 2019 to December 2023 (in million units)

Smartphones domestic shipment volume per month in Japan 2019-2023



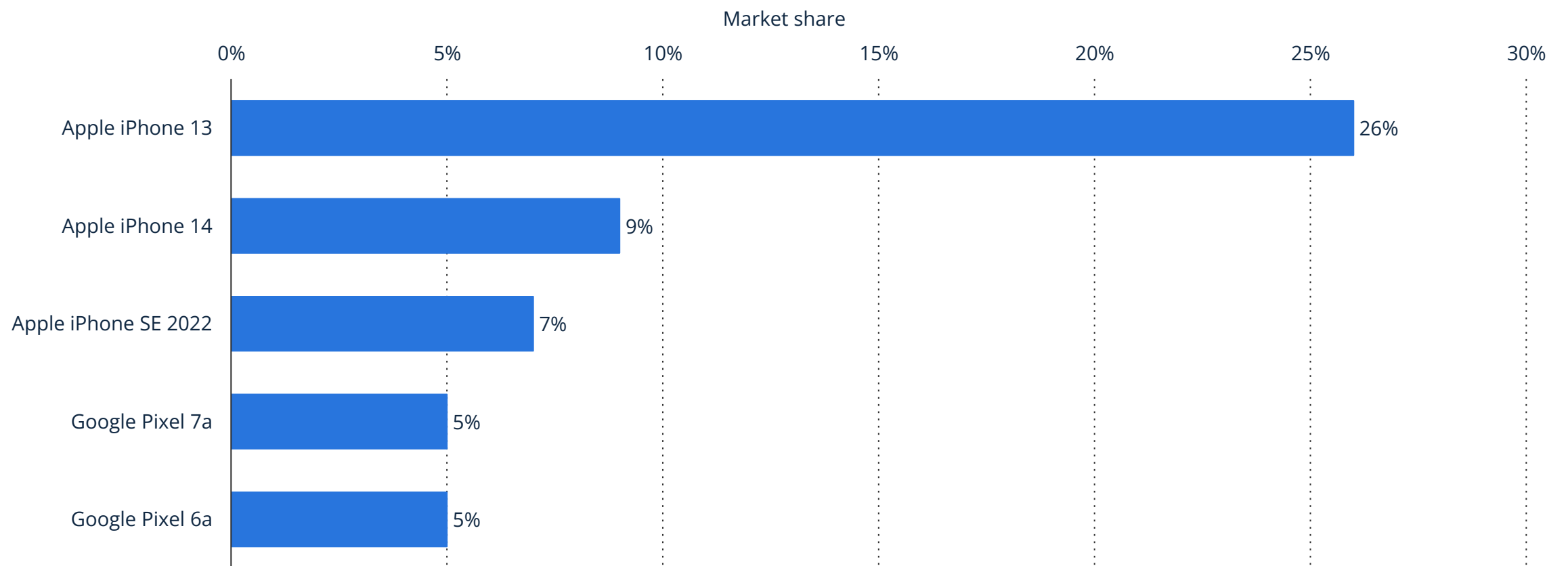
Domestic shipment volume share of smartphones in Japan in 2023, by vendor

Domestic smartphone shipment volume share Japan 2023, by vendor



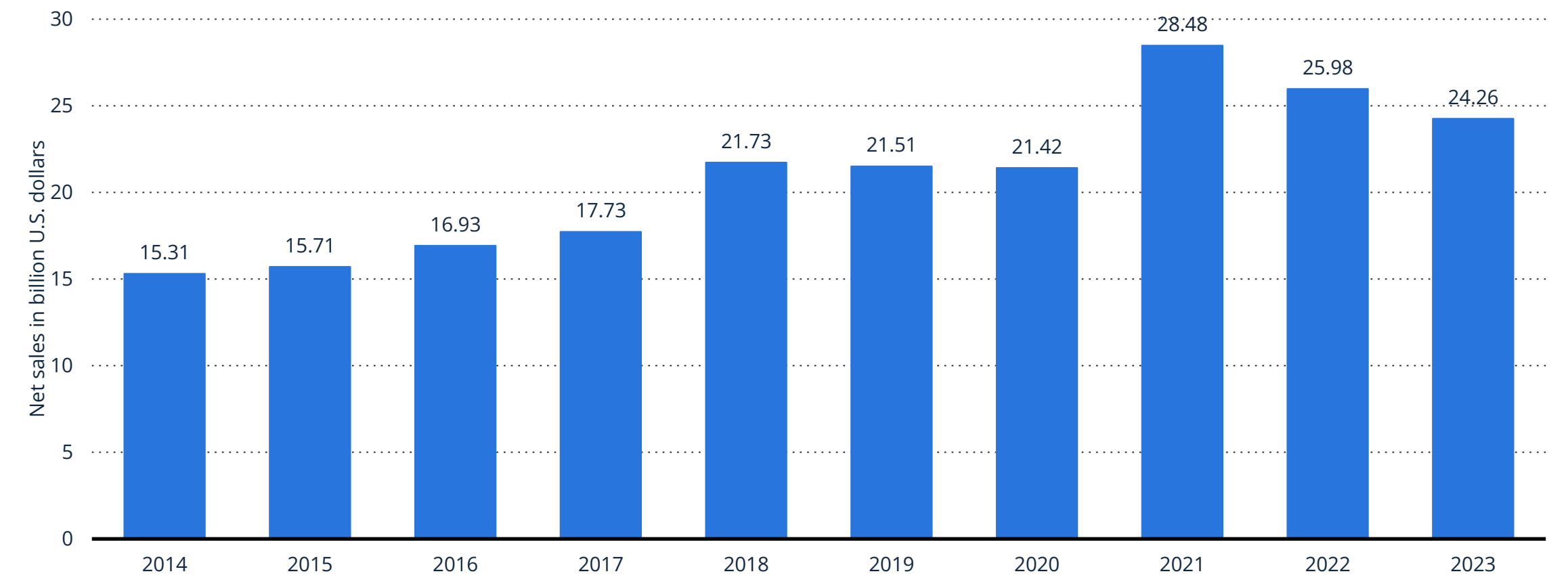
Share of smartphones sold in Japan in July 2023, by model

Best-selling smartphone in Japan 2023, by model



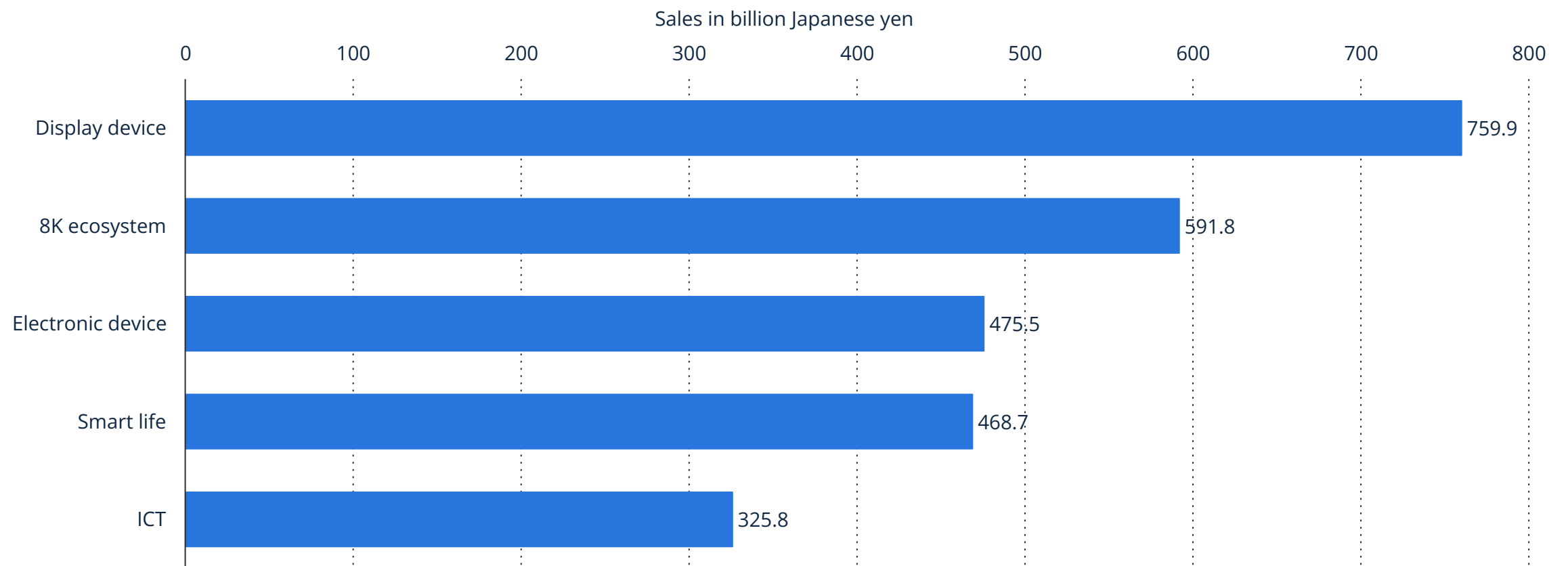
Net sales of Apple Inc. in Japan from fiscal year 2014 to 2023 (in billion U.S. dollars)

Apple's sales revenue in Japan FY 2014-2023



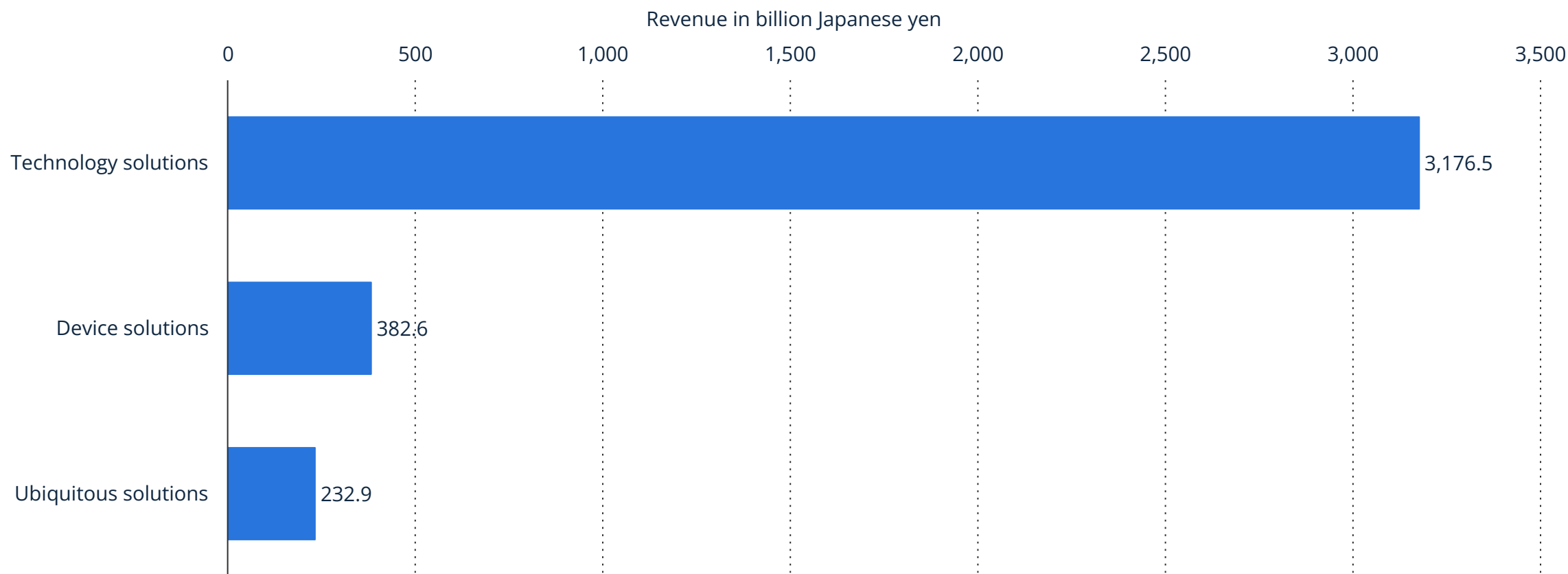
Sales of Sharp Corporation in fiscal year 2022, by business segment (in billion Japanese yen)

Sharp's sales FY 2022, by business segment



Revenue of Fujitsu Limited in fiscal year 2022, by business segment (in billion Japanese yen)

Fujitsu's revenue FY 2022, by business segment

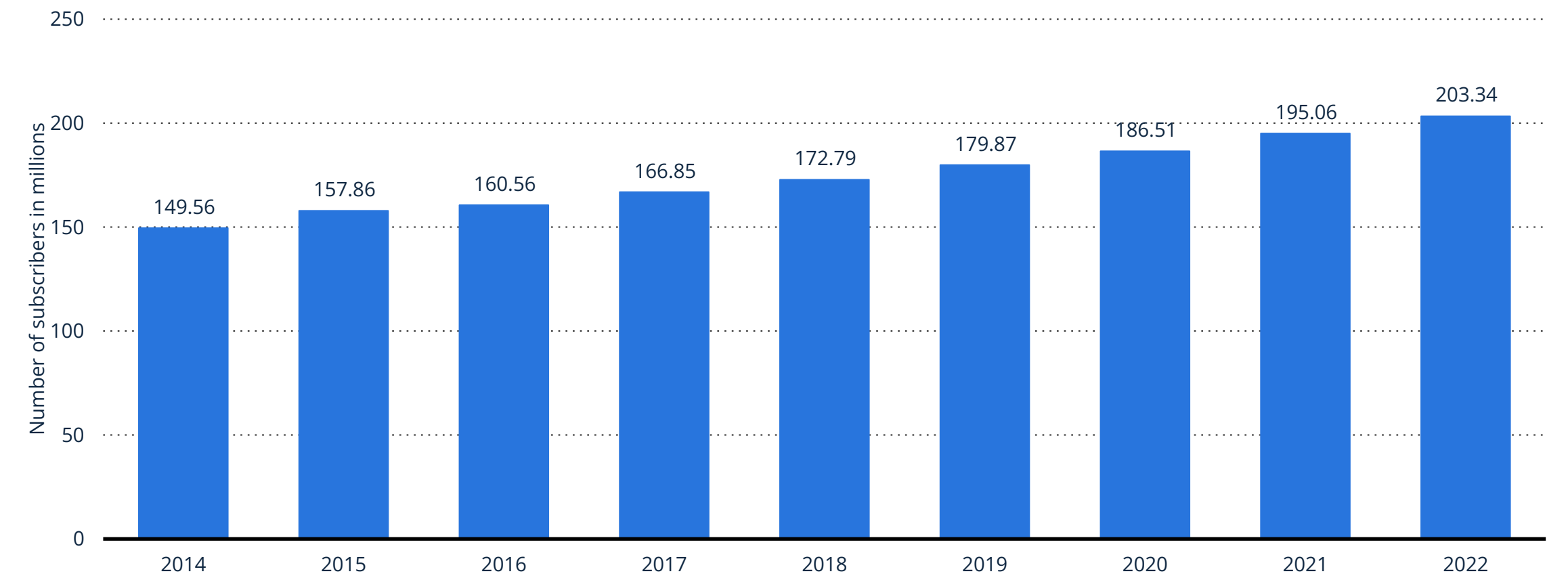


CHAPTER 03

Major mobile carriers

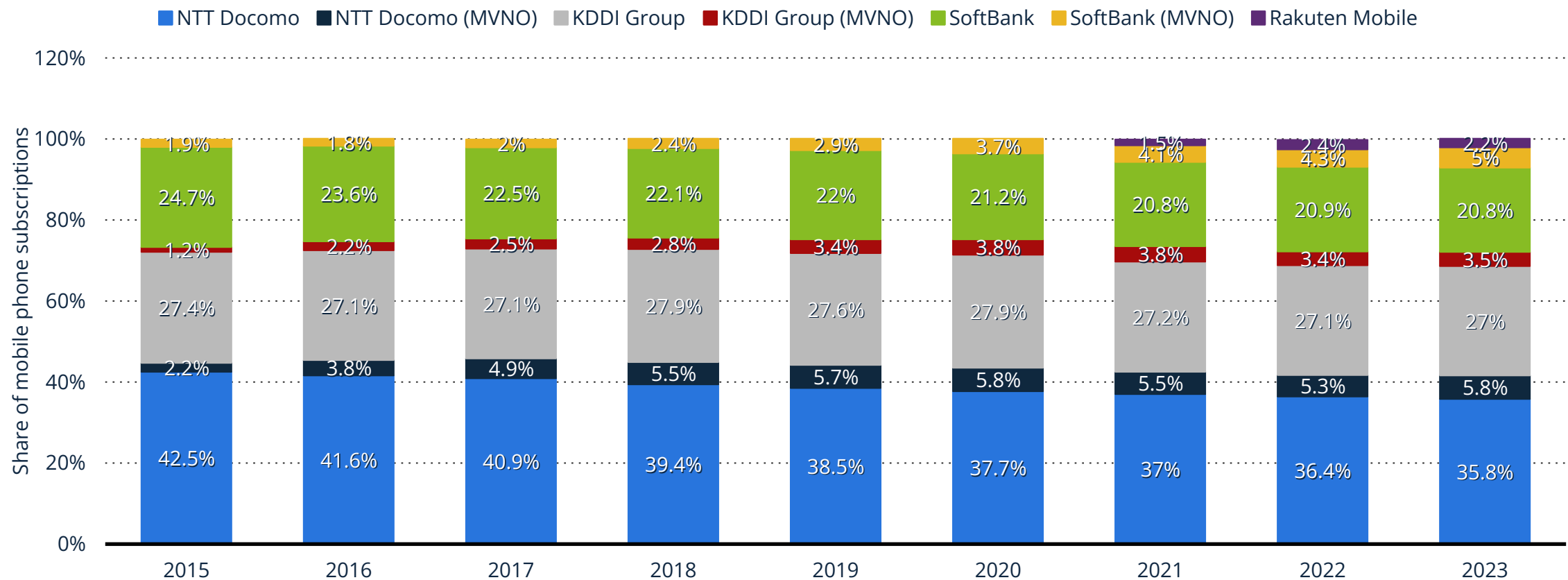
Number of subscriptions to mobile phone services in Japan from 2014 to 2022 (in millions)

Number of mobile phone subscribers Japan 2014-2022



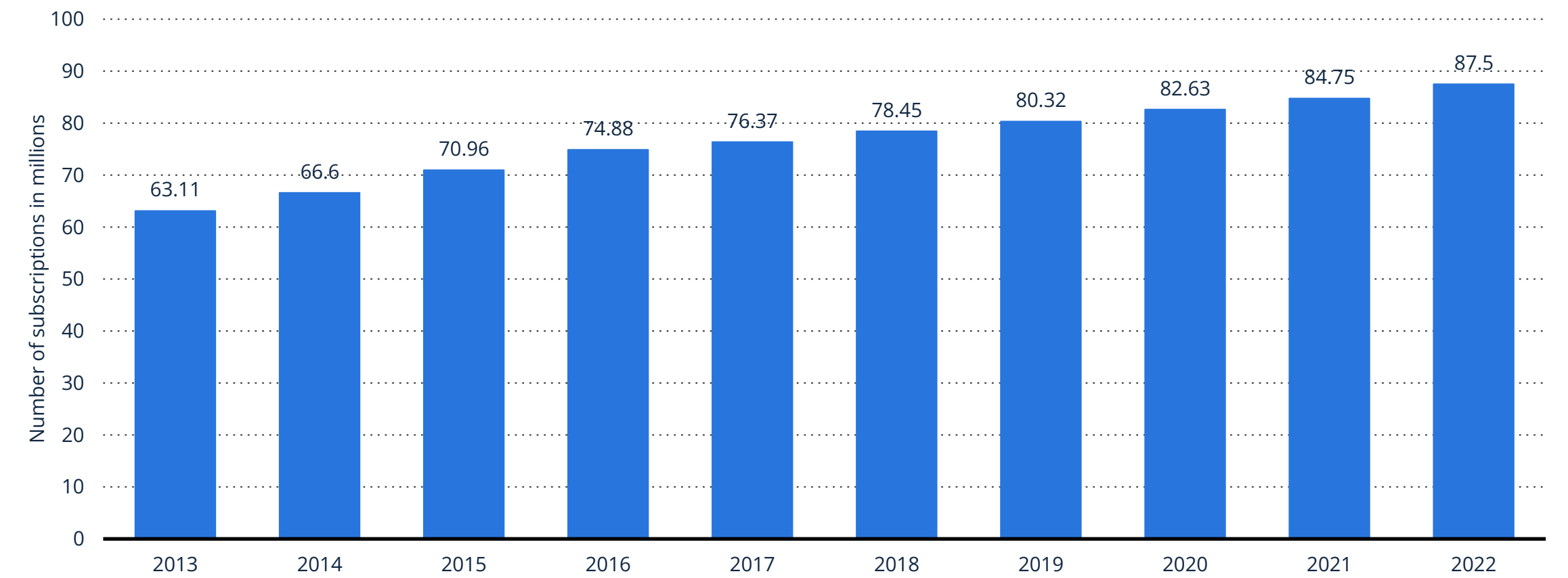
Share of mobile phone subscribers in Japan from 2015 to 2023, by operator

Mobile phone subscription market distribution in Japan 2015-2023, by operator



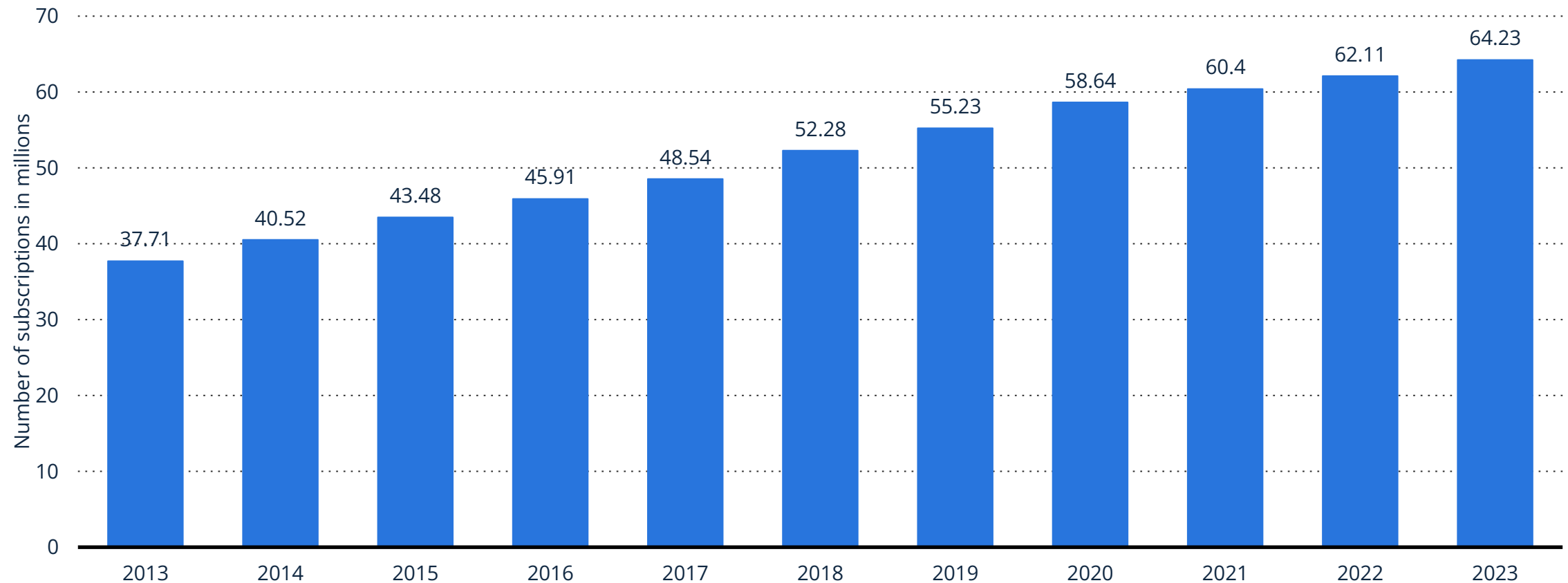
Number of NTT Docomo, Inc. mobile phone subscriptions from fiscal year 2013 to 2022 (in millions)

Number of NTT Docomo mobile phone subscribers FY 2013-2022



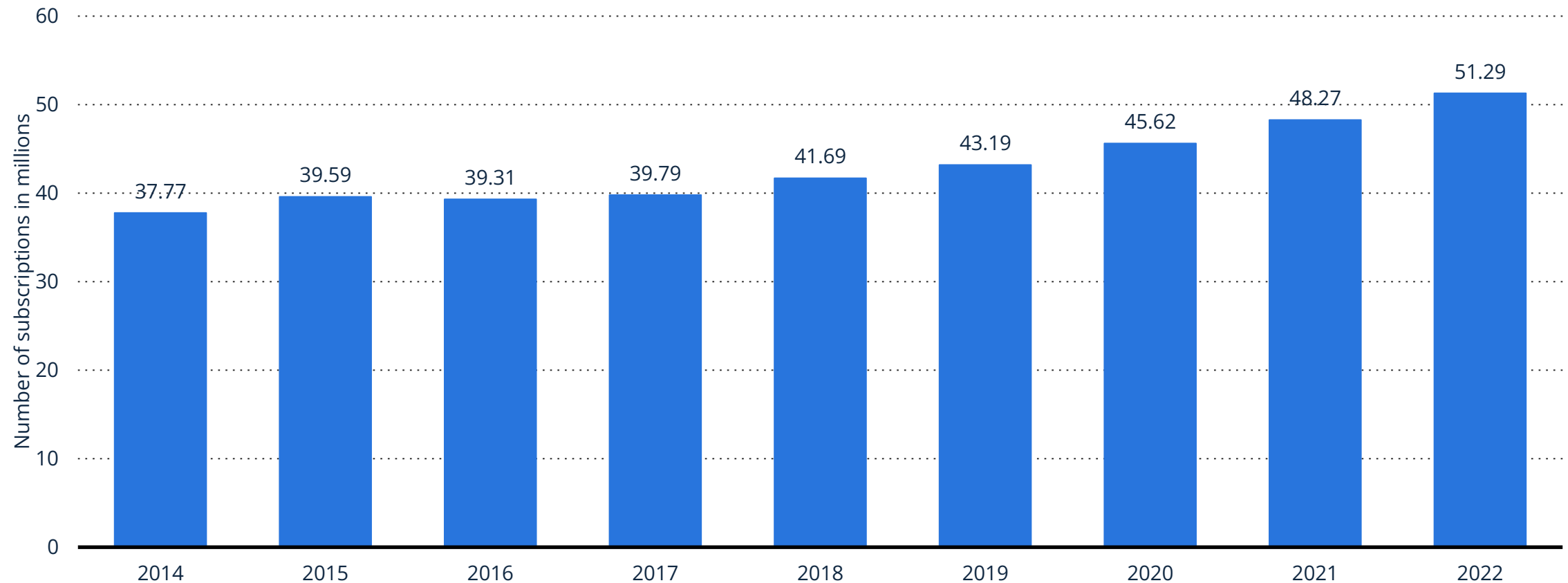
Number of au (by KDDI) mobile phone subscriptions in Japan from fiscal year 2014 to 2023 (in millions)

Number of au (by KDDI) mobile phone subscribers Japan FY 2014-2023



Number of SoftBank Corp. mobile phone subscriptions in Japan from fiscal year 2014 to 2022 (in millions)

SoftBank mobile phone subscribers Japan FY 2014-2022

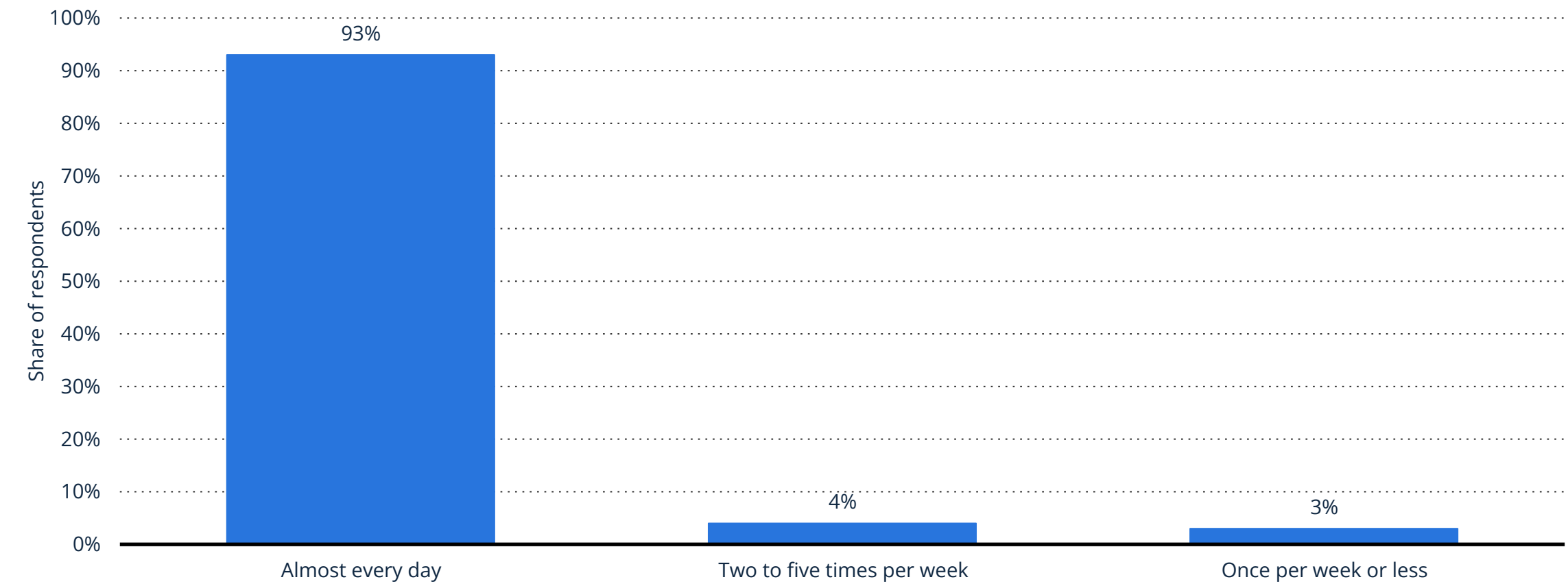


CHAPTER 04

Device usage

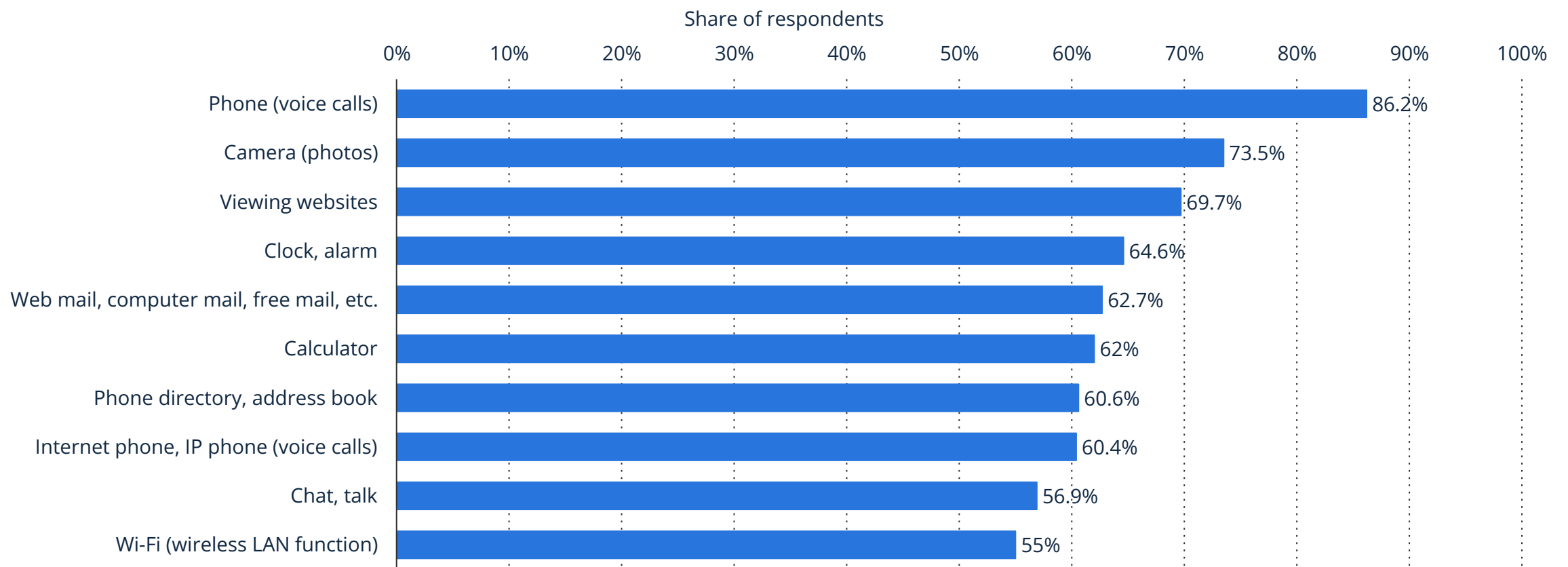
Frequency of using smartphones in Japan as of February 2023

Frequency of smartphone usage Japan 2023



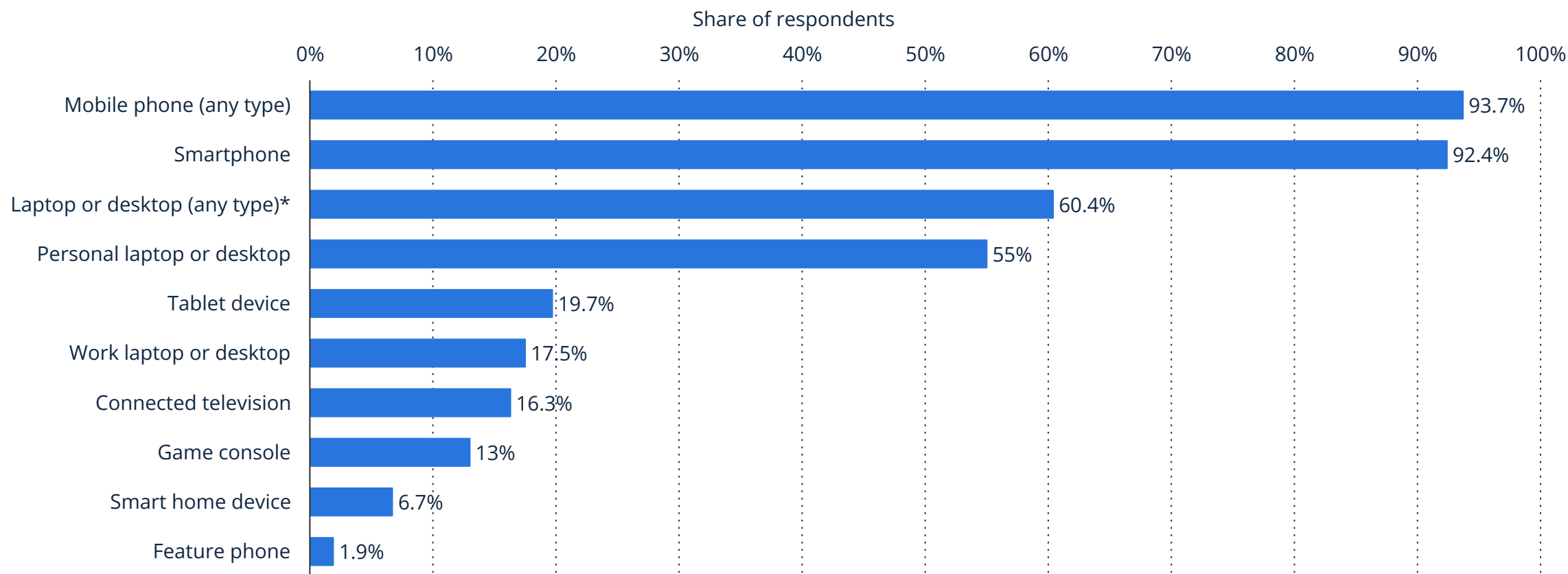
Most commonly used functions of smartphones in Japan as of September 2023

Leading functions of smartphones Japan 2023



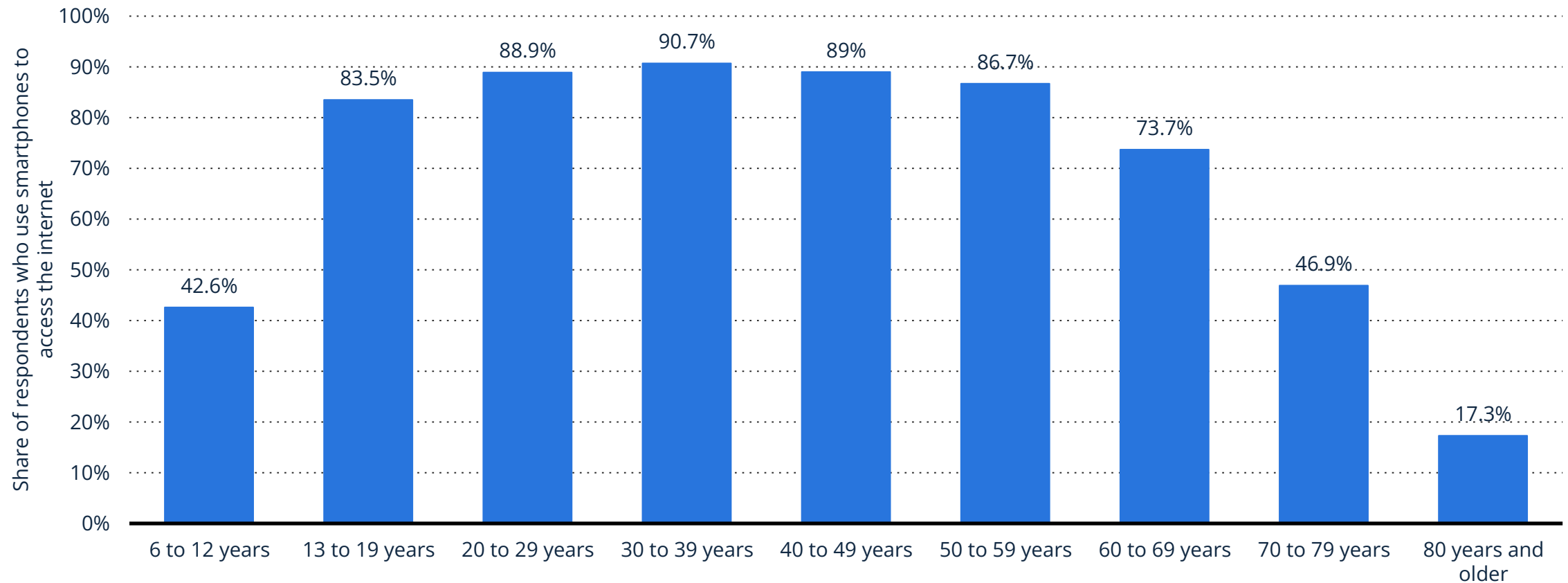
Most common devices used to access the internet in Japan as of 3rd quarter 2023

Most popular internet access devices in Japan 2023



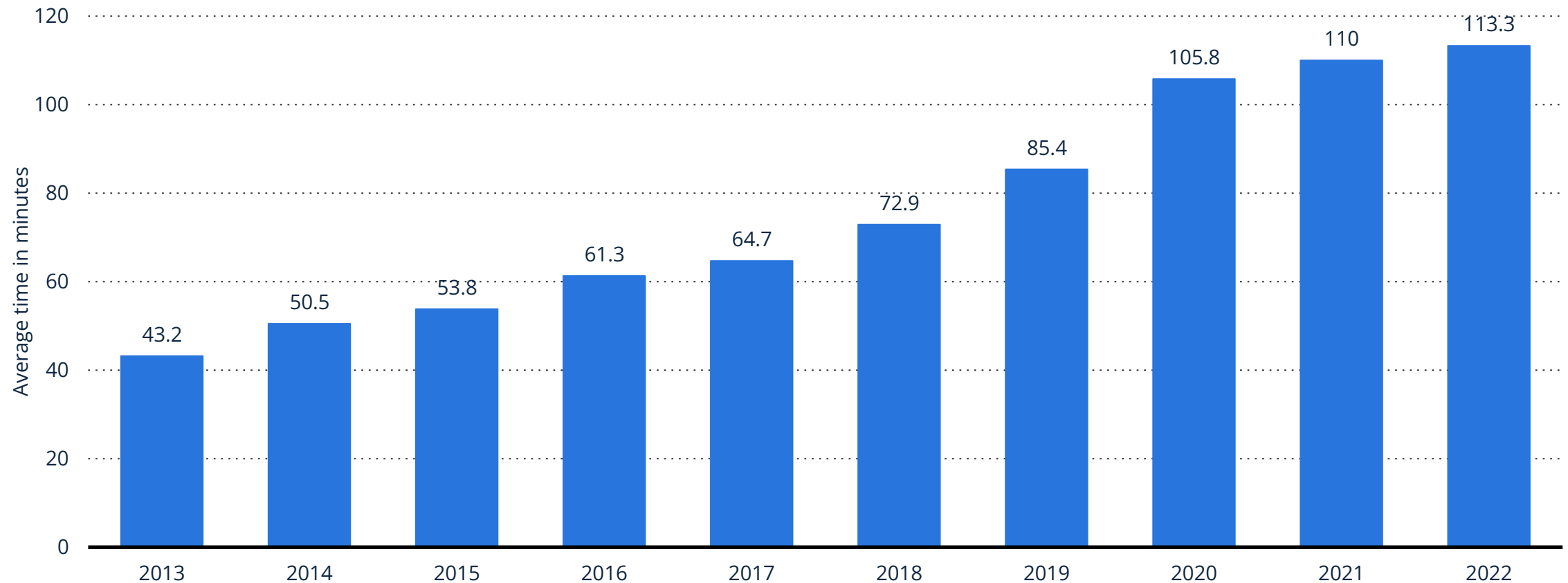
Share of people who use smartphones to access the internet in Japan in 2022, by age group

Share of people who access the internet with smartphones Japan 2022, by age group



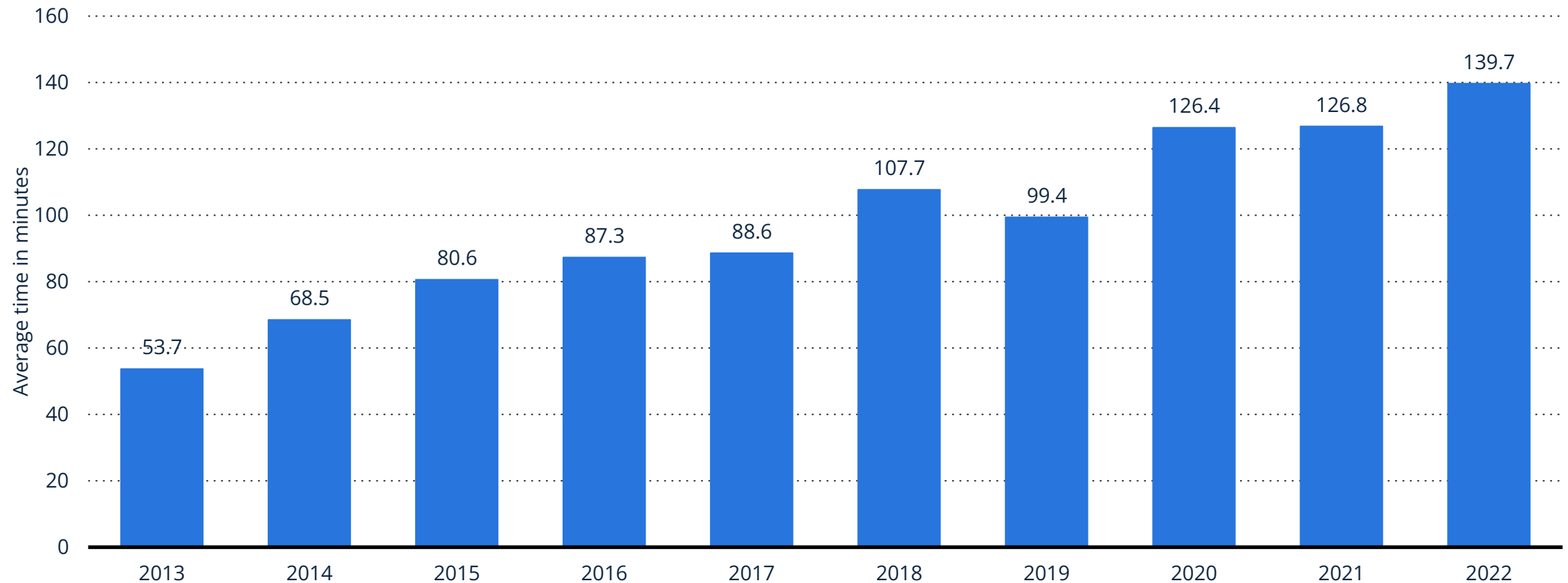
Average time people spent on using the internet via mobile devices per weekday in Japan from fiscal year 2013 to 2022 (in minutes)

Average internet usage time via mobile devices per weekday Japan FY 2013-2022



Average time people spent on using the internet via mobile devices per weekend day in Japan from fiscal year 2013 to 2022 (in minutes)

Average internet usage time via mobile devices per weekend day Japan FY 2013-2022

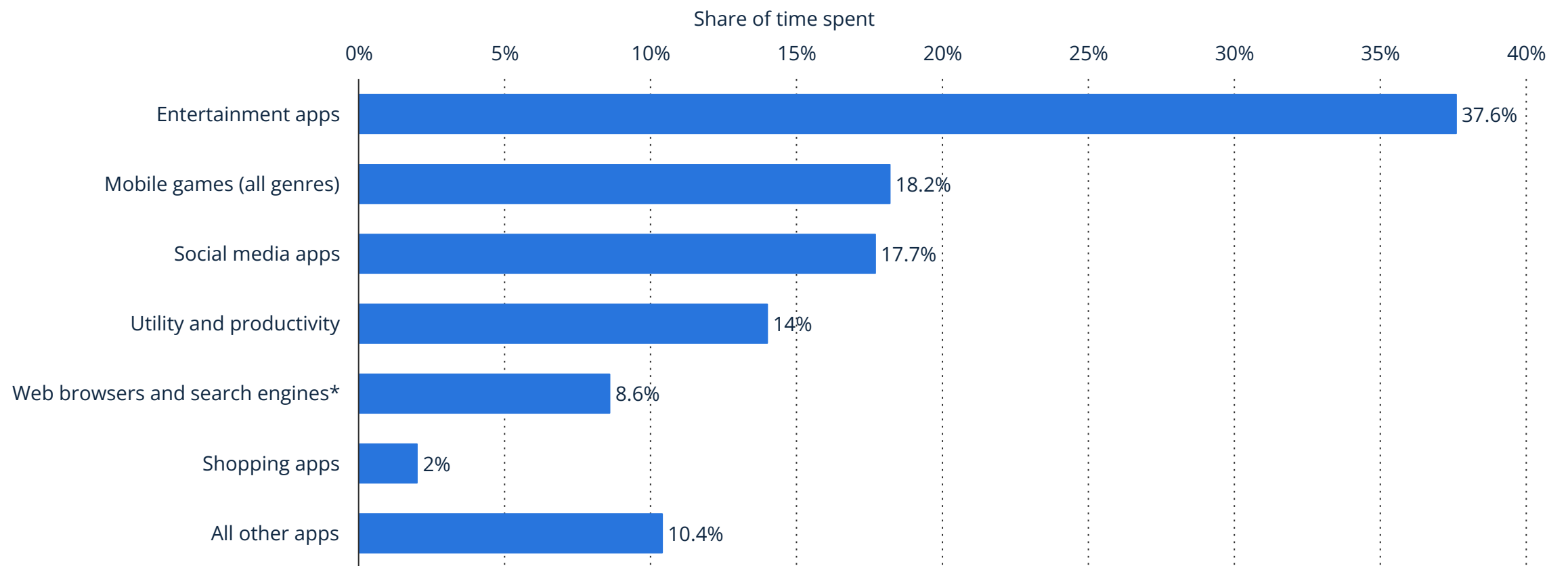


CHAPTER 05

Mobile apps

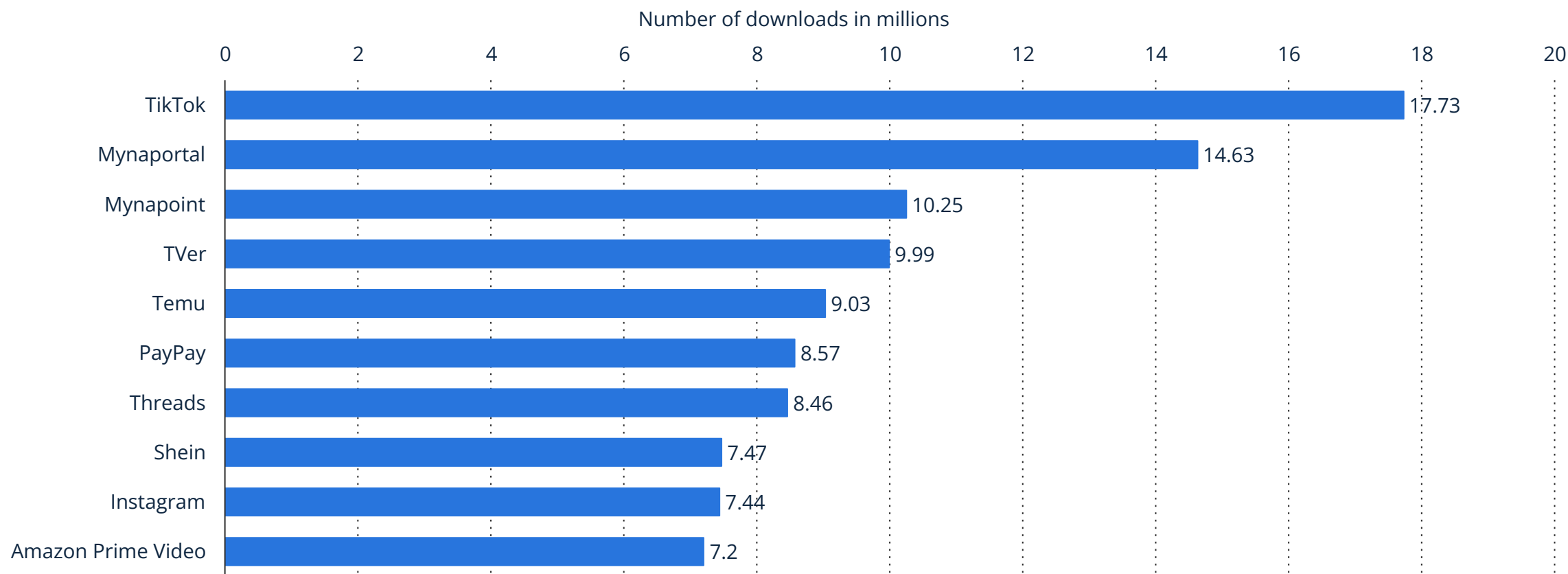
Share of mobile time in Japan in 2023, by app category

Share of mobile time Japan 2023, by app category



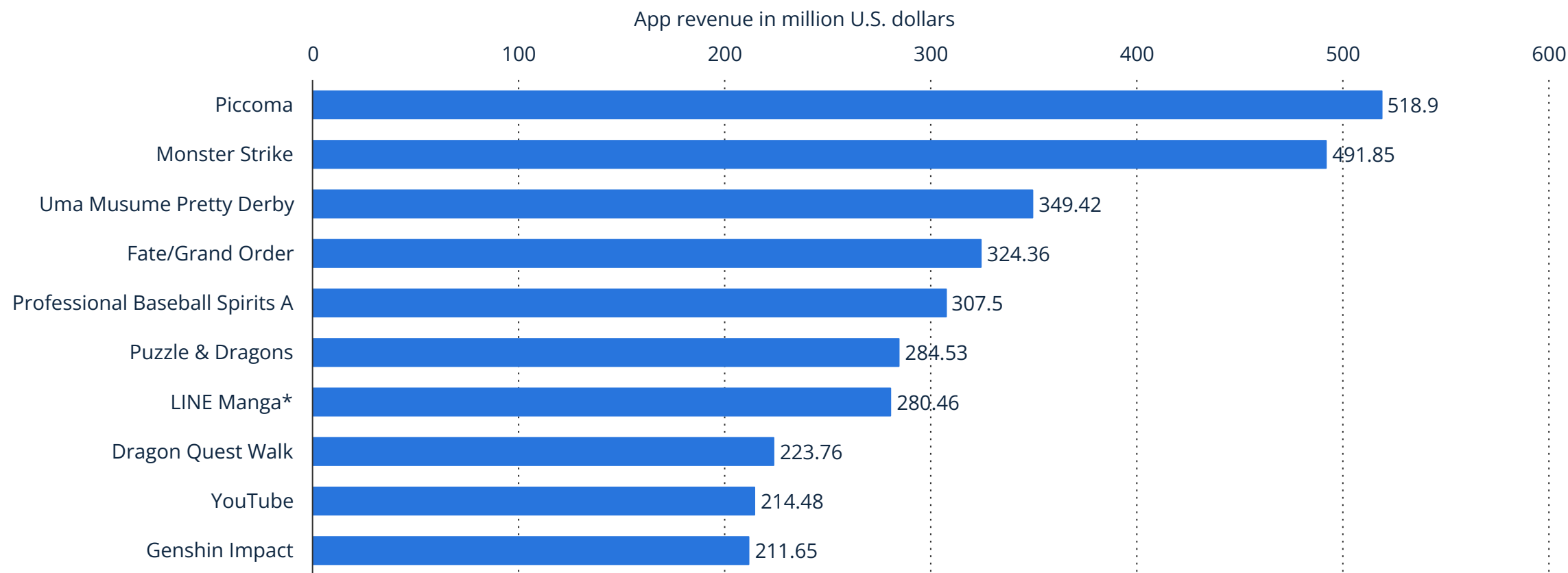
Leading apps in Japan in 2023, based on downloads (in millions)

Most popular apps in Japan 2023, based on downloads



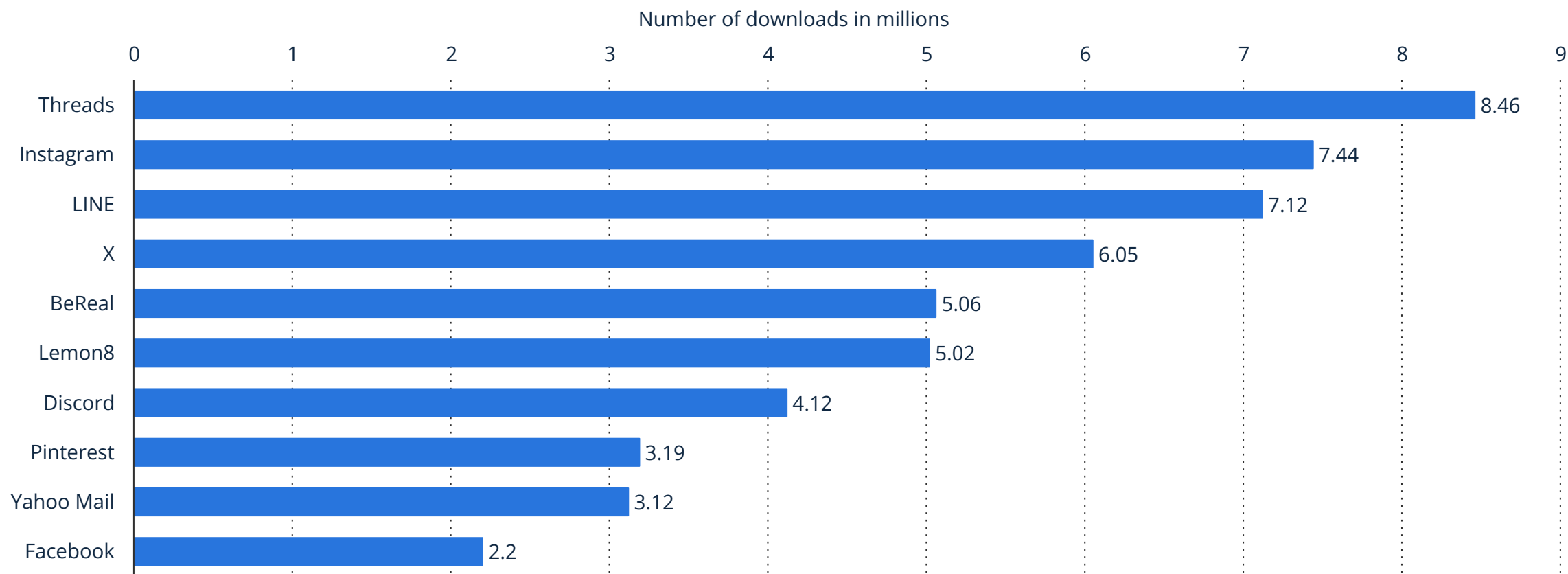
Leading apps in Japan in 2023, based on app revenue (in million U.S. dollars)

Most popular apps in Japan 2023, based on app revenue



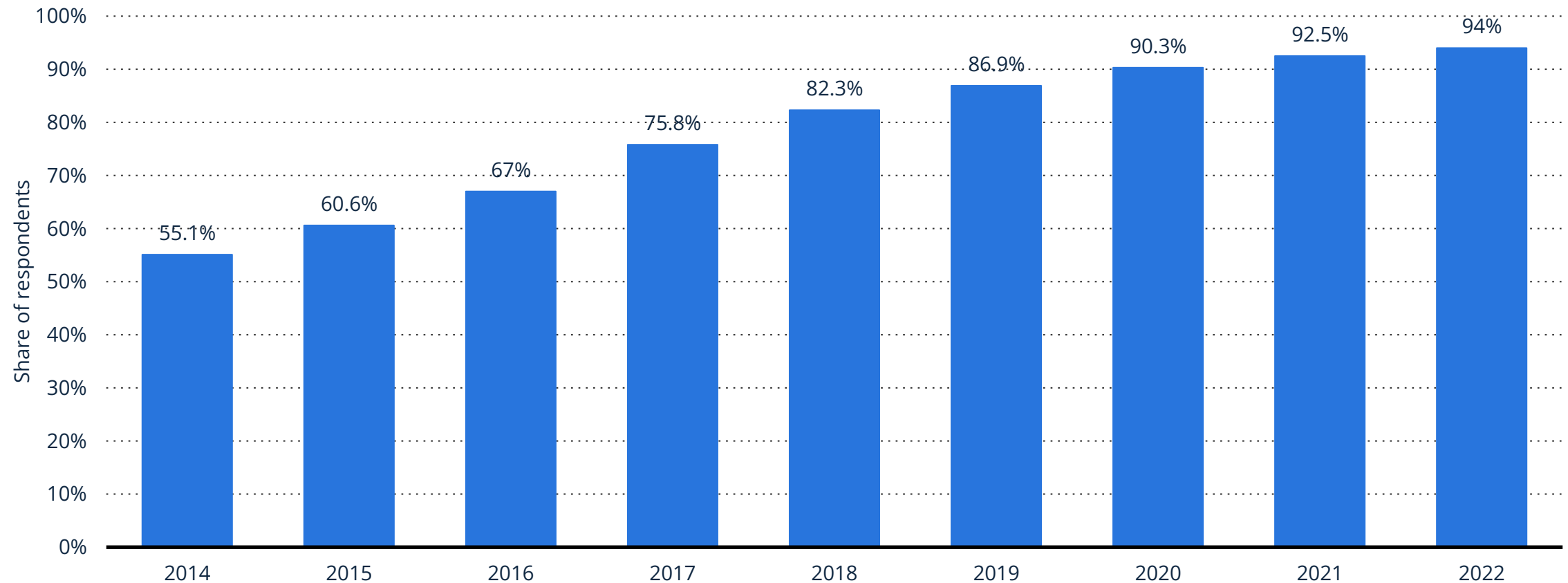
Leading social apps in Japan in 2023, based on downloads (in millions)

Most popular social apps in Japan 2023, based on downloads



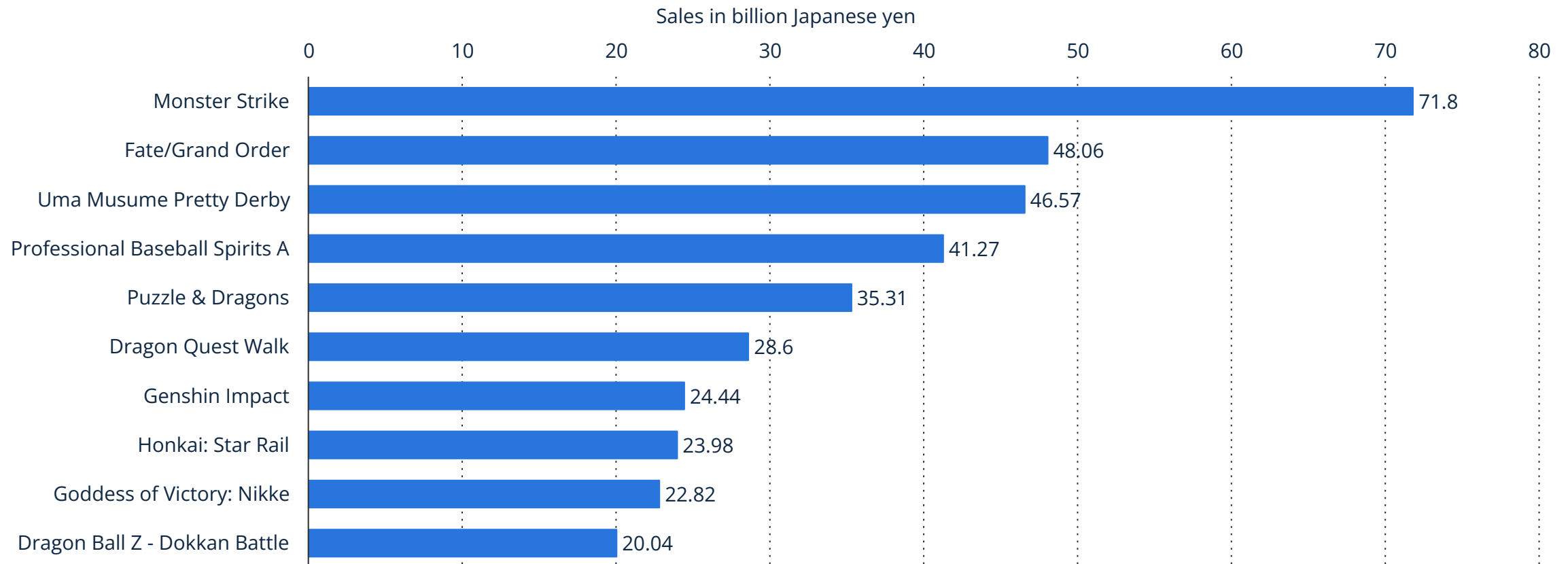
Share of people who use LINE in Japan from fiscal year 2014 to 2022

LINE's penetration rate in Japan FY 2014-2022



Leading mobile games in Japan in 2023, based on gross sales (in billion Japanese yen)

Leading mobile games Japan 2023, based on sales



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