



Recently Beenos, owner of e-commerce platforms Buyee and Sekaimon, publishes its [latest Japanese e-commerce trends](#) report for products imported in and exported from Japan during 2020. In short, [Buyee](#) introduces Japanese products to the world and works together with Mercali, the largest Japanese consumer platform. On the other hand, [Sekaimon](#) is an official partner of eBay that offers products from the United States, United Kingdom, and Germany to the Japanese. What do the trends in sales on these two e-commerce platforms reveal? Particularly, toy figures and games from Japan are popular among worldwide audiences. Reversely, Japanese people search for car parts and car models through the eBay-connected online platform.

eCommerce sales during the Covid-19 pandemic are expanding globally, and Japan is no exception. Last week Rakuten, Japan’s giant eCommerce platform, released the financial [results for Q3](#) of 2020. These results show a solid growth of 29.3% in eCommerce sales compared to the same period last year. Similarly, eBay Japan also has a year-on-year rise in sales by 25% in Q3 2020.

What products are popular on Japanese online market?

Especially European and Asian gentlemen above 30 buy toy figures and games from Japanese sources. Besides that, automotive products and fashion items are trendy items from Japan.

Region	Europe	South Asia	South East Asia	East Asia	USA
Main users with main interests	Men above 50 Art/Music	Men between 30-34 Car/Motorcycle	Men between 30-34 Anime/Figure	Men between 35-39 Anime/Figure	Men/Women 20's Fashion
1	Toy/Figure/Game	Car/Motorcycle	Toy/Figure/Game	Toy/Figure/Game	Toy/Figure/Game
2	Music	CE/AV/Camera	Fashion	Fashion	Fashion
3	Fashion	Toy/Figure/Game	Car/Motorcycle	Antique/Collection	Music
4	Car/Motorcycle	Housing/Interior Deco	Accessory/Watch	CE/AV/Camera	Car/Motorcycle
5	CE/AV/Camera	Health Care/Beauty	Sports/Leisure	Music	Comic/Anime

Most Growing Category from Japan on Buyee 2020

Which products are Japanese looking for from global online platforms?

Japanese men are really into car-related hobbies, like car repair parts, bike parts, and vehicle models. This is an ongoing trend for a few years already, as automotive parts are traded universally standardized.

Country	UK	Germany	USA	Canada
Main users with main interests	Men between 30's-40's			
	Art/Music/Fashion/Culture/Collection			
	1 Car Parts	Car Parts/Repair Parts	Car Parts/Accessories	Car/Vehicle Model
	2 Menswear	Train Model	Menswear	Watch/Parts/Accessories
	3 Bike Parts	Car Model	Car Model	Corrective Cards/Game
	4 Vinyl Record	Bike Parts	Outdoor Sports	Cycling Supplies
	5 Car Model	Specific Car Parts	Fishing Supplies	Vinyl Record

Most Growing Category to Japan on Sekaimon 2020

Access Growth from Younger Generation

Particularly in this [COVID-19 year](#), the growth of access by the young generation from the late 10s to the early 20s is significant. Due to travel limitations, online consumption increased. Millennials and Generation X are buying products in categories like music, games, and fashion.

Region	Europe	South Asia	South East Asia	East Asia	USA
Main users with main interests	Women late10's-early20's Art/Culture	Women early20's Art/Culture	Women late10's-early20's Art/Culture	Women late10's-early20's Art/Culture	Women late10's-early20's Japanese Culture
	1 Music	Housing/Interior Deco	Music	Music	Toy/Figure/Game
	2 Toy/Figure/Game	CE/AV/Camera	Accessory/Watch	Fashion	Fashion
	3 Fashion	Hobby/Culture	Fashion	Baby Supplies	Music

Most Sold Category from Japan on Buyee 2020

Country	UK	Germany	USA	Canada
Main users with main interests	Men/Women 20's - Millennial Generation			
	Trendy Contents all over the World			
	1 Pet Supplies	DVD/Movie	DVD/Video	Potteries/Glasses
	2 DVD/Video	PC/Video Game	Fortunetellers Supplies	CE
	3 Computer	Collective Coins	Collective Coins/Notes	Commodity/Gardening

Most Growing Category to Japan on Sekaimon 2020



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