

Digital
Marketing
for Asia アジア

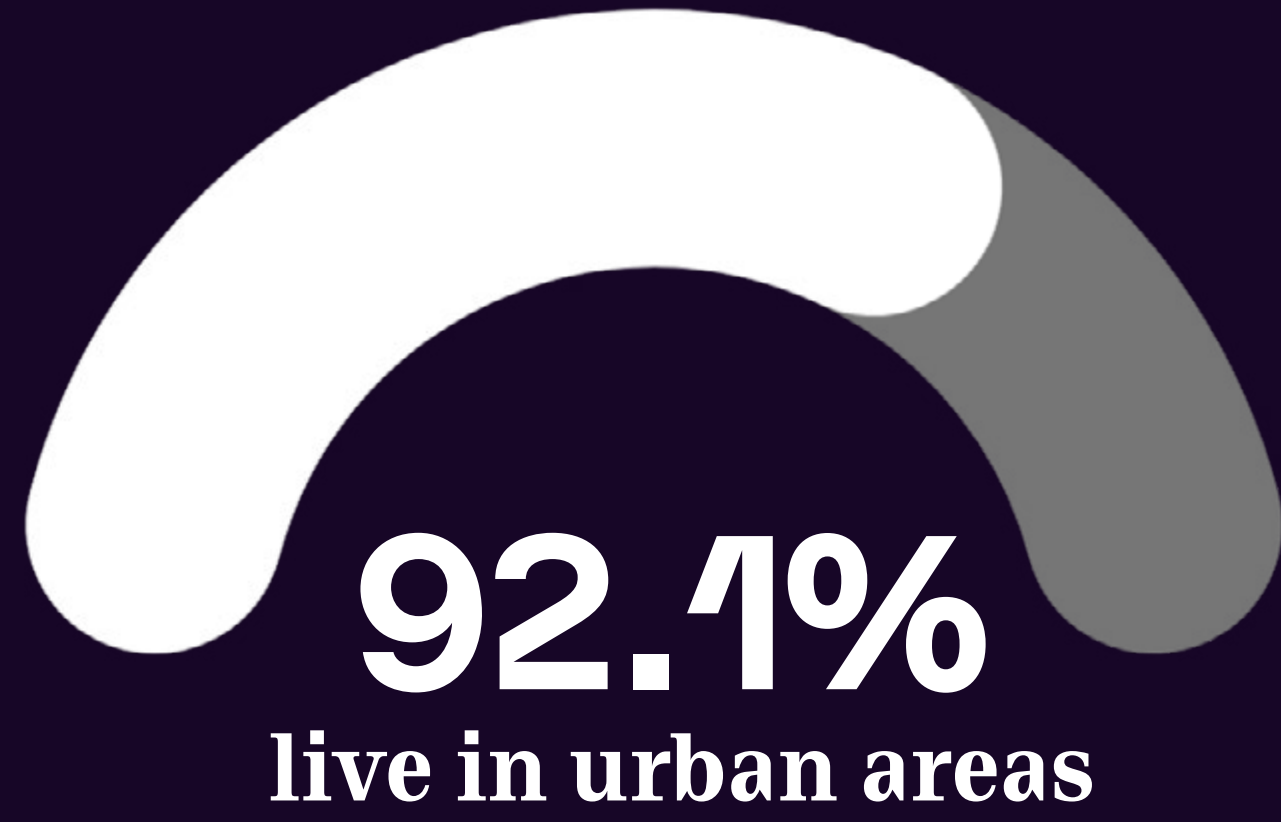
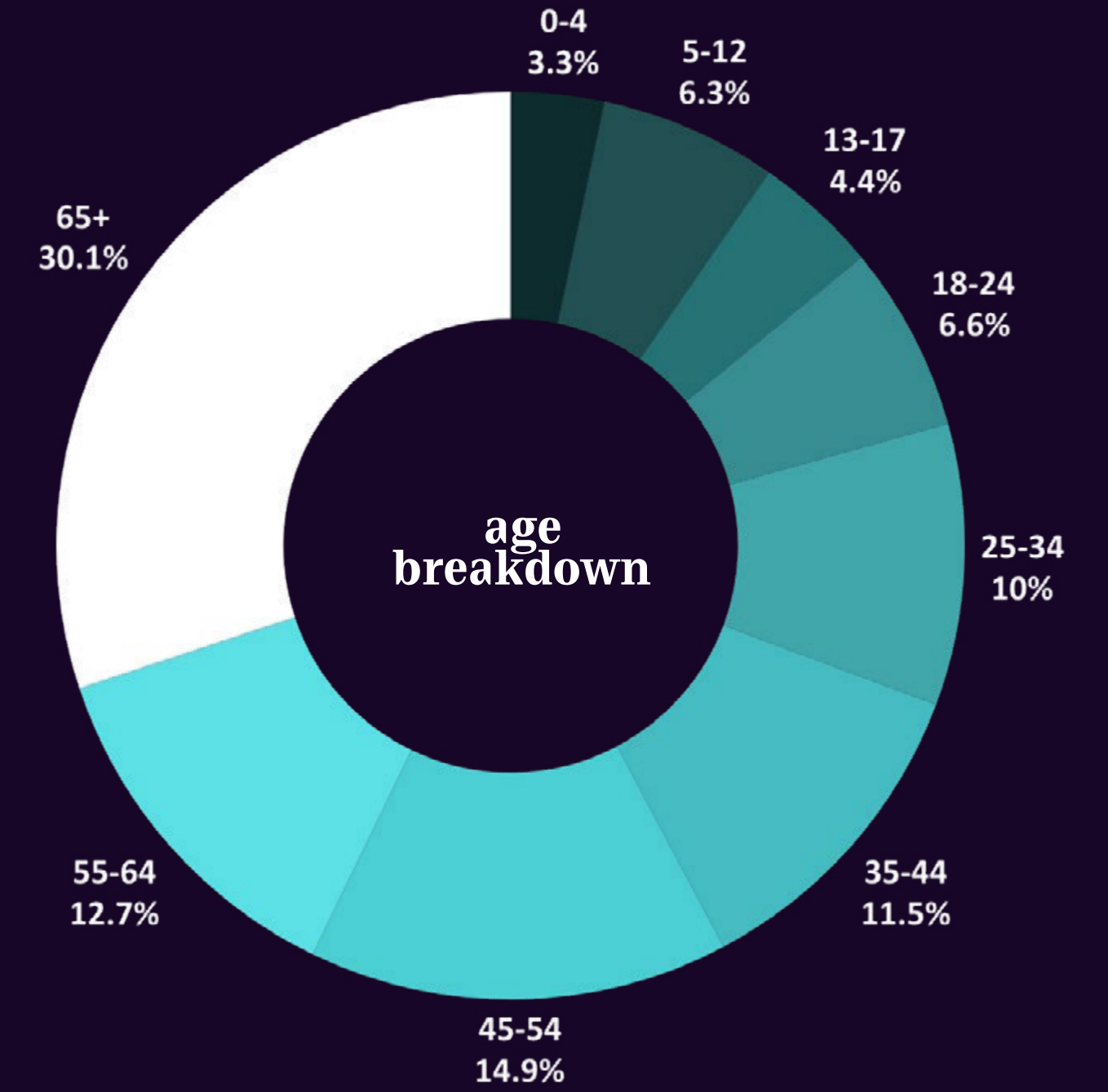
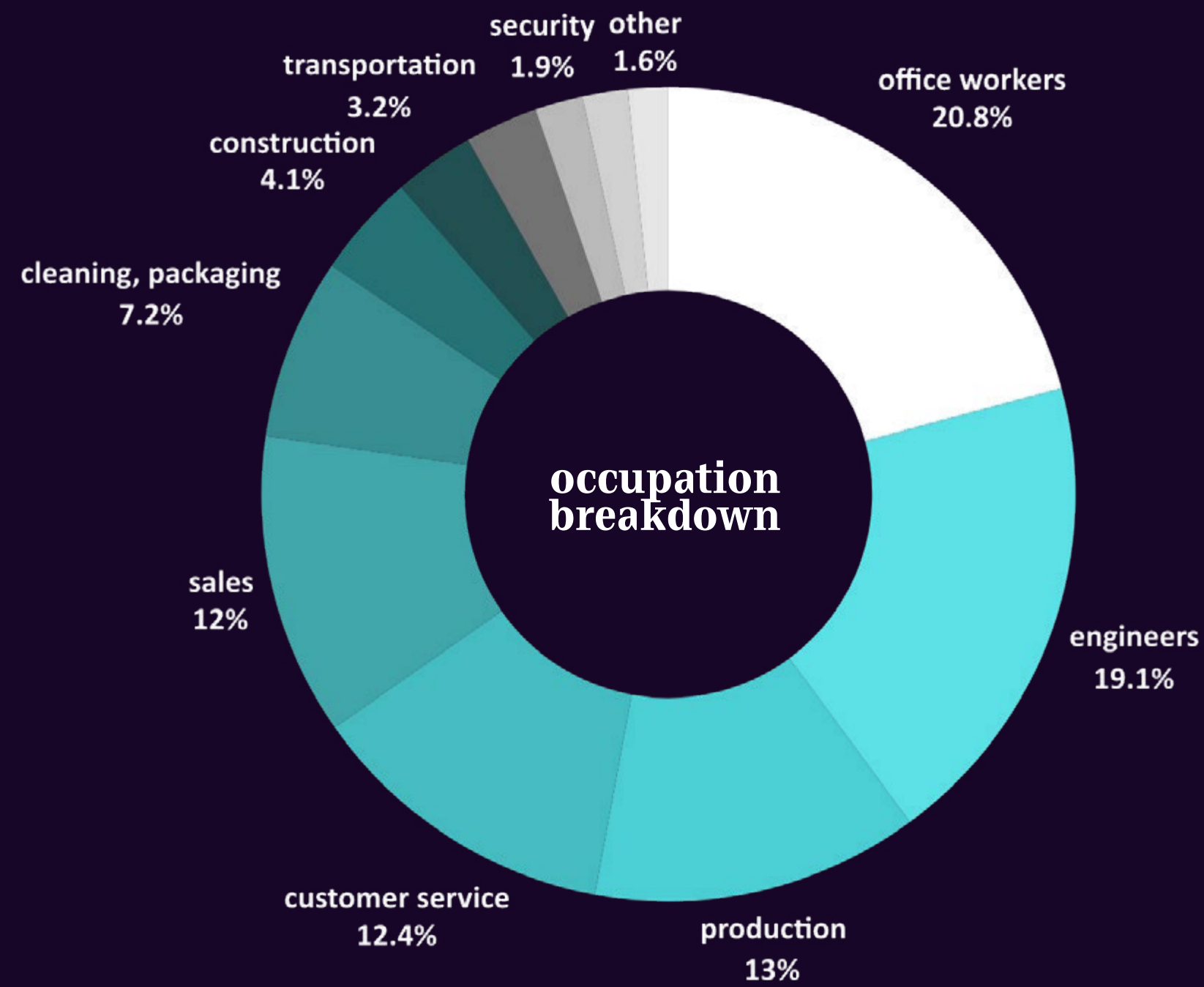
2024 Social Media in Japan

- where to reach your
perfect audience

ASIA
DIGITAL

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www.digitalmarketingforasia.com

Japanese Consumer - 2024 demographics at a glance



2024 Japanese Digital Landscape

TOTAL
POPULATION



123
million

MOBILE
CONNECTIONS



188.9
million

INTERNET
USERS



104.4
million

SOCIAL MEDIA
USERS



96
million

URBANISATION

92.1%

VS POPULATION

153.6%

VS POPULATION

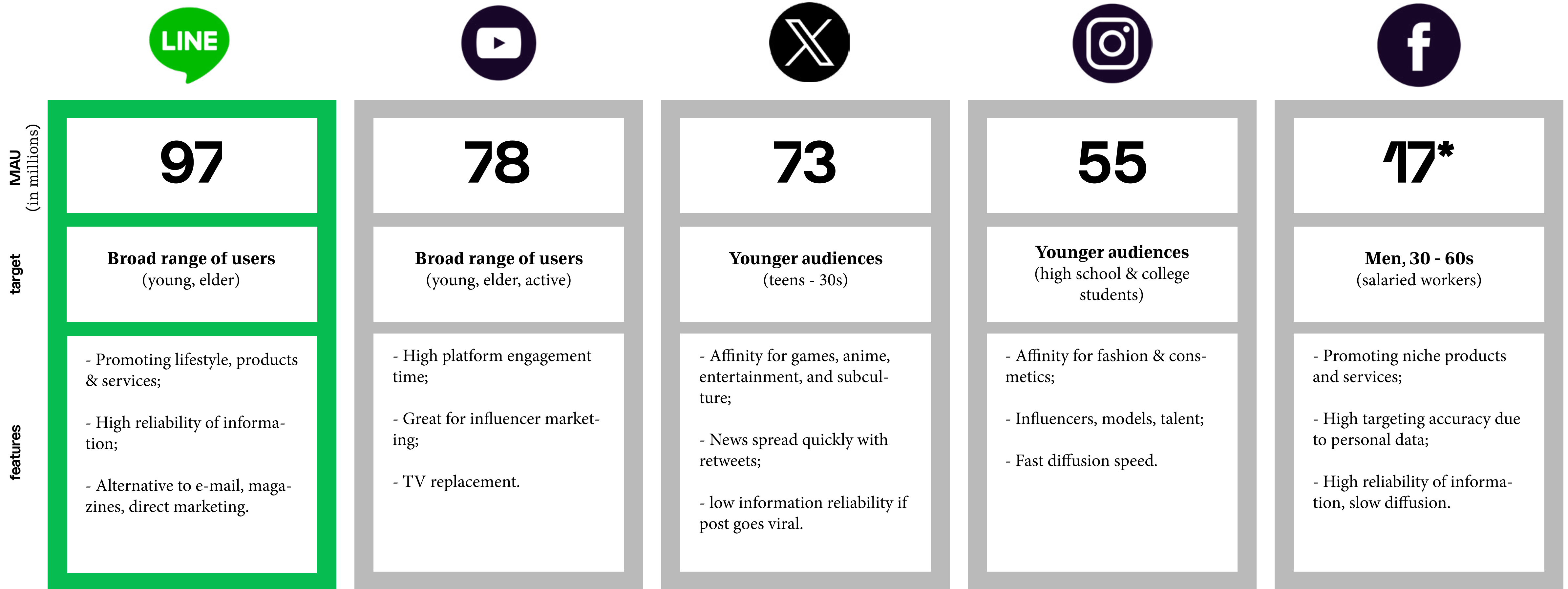
84.9%

VS POPULATION

78.1%

2024 Social Media Landscape

As of March 2024, Japan had 104.4 million Internet users, which makes up 84.9% of the total population. Among them, 96 million are social media users, which comes up to 78.1% of total population.



Source: [Data Portal](#)

*Due to Meta's changes in data privacy, figures shown here may not be accurate with the actual number of Facebook users.

LINE in Japan

LINE, Japan's leading super app, goes beyond messaging to offer a complete digital ecosystem.

With over 75% of the population using LINE, it's the perfect platform to reach a massive and engaged audience.

Why Choose LINE?

- **Super App Features:** LINE integrates communication, entertainment, shopping, payments, news, and more – all in one place.
- **Localized Content:** LINE offers region-specific features like stickers and games, resonating with Japanese pop culture and trends.
- **Constant Innovation:** LINE adapts to user needs by adding features like LINE Voom (similar to Instagram Stories) and a dedicated manga reading service, LINE Manga.

Reach Your Target Audience:

LINE's user base covers all ages and demographics, mirroring Japanese society as a whole. Businesses can leverage LINE Official Accounts to connect directly with users, share updates, and offer promotions.



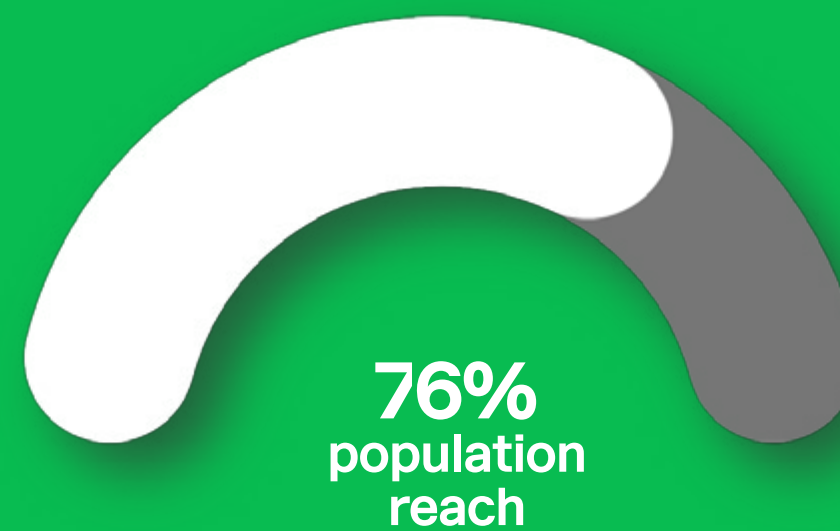
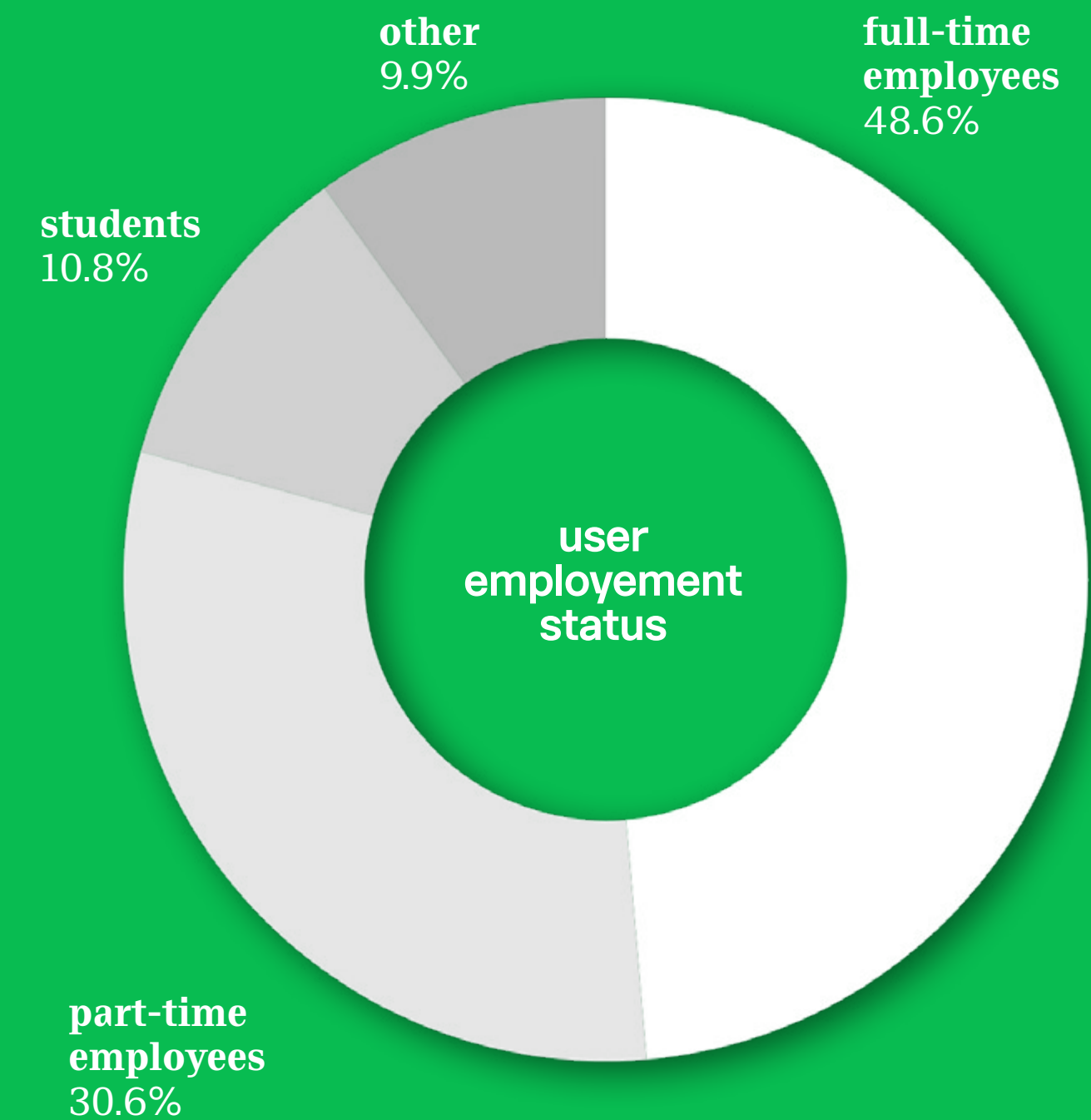
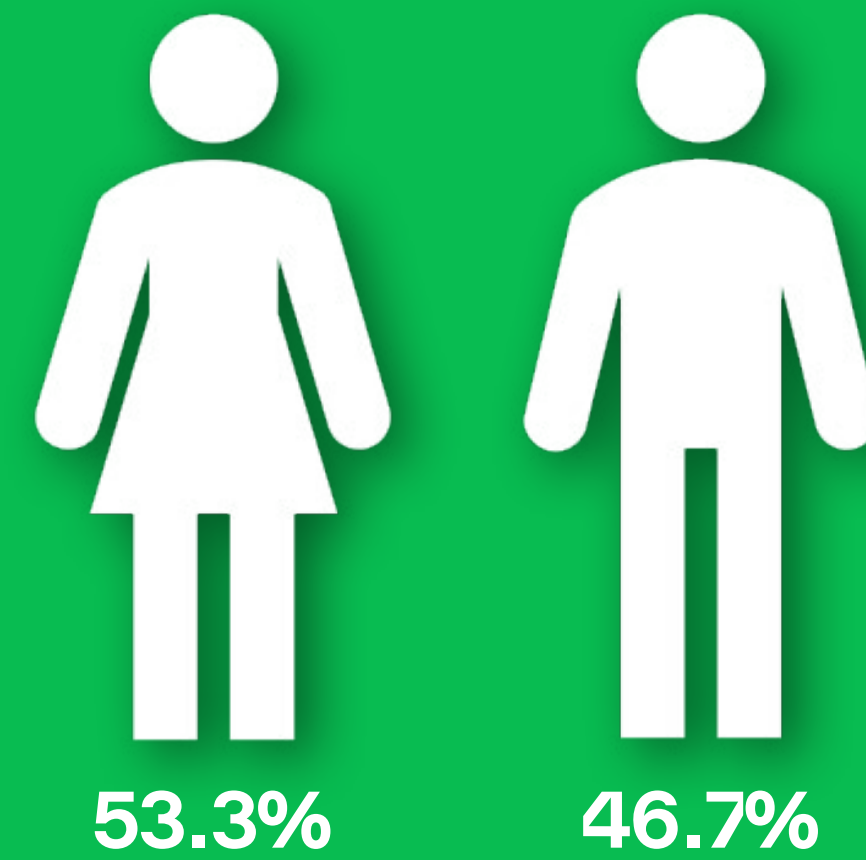
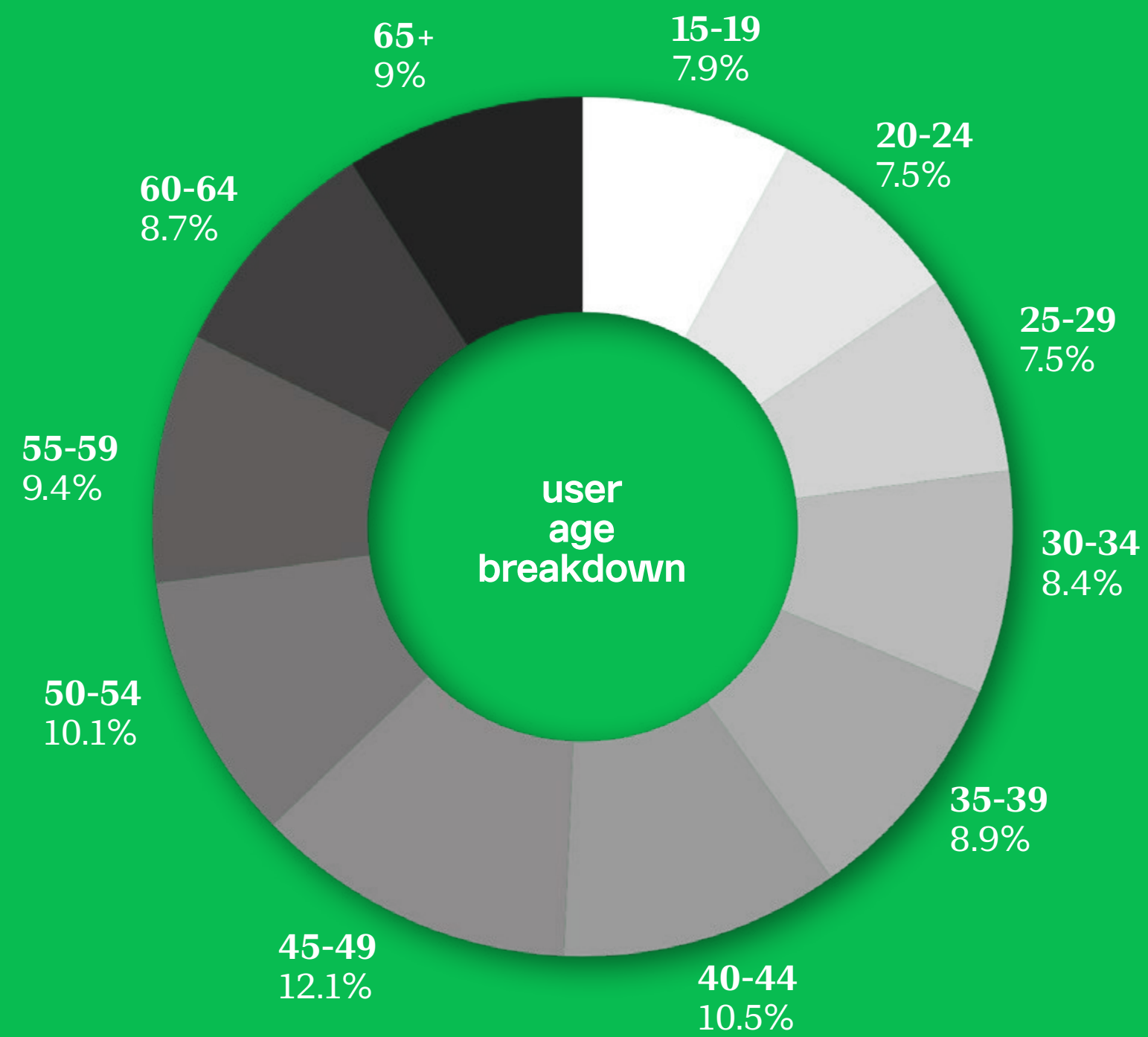
97+ million
monthly active users

76%
population reach

100+
integrated services

LINE users

LINE's 97+ million users are evenly distributed across Japan's population, allowing advertisers to reach the broadest and most diverse demographic.



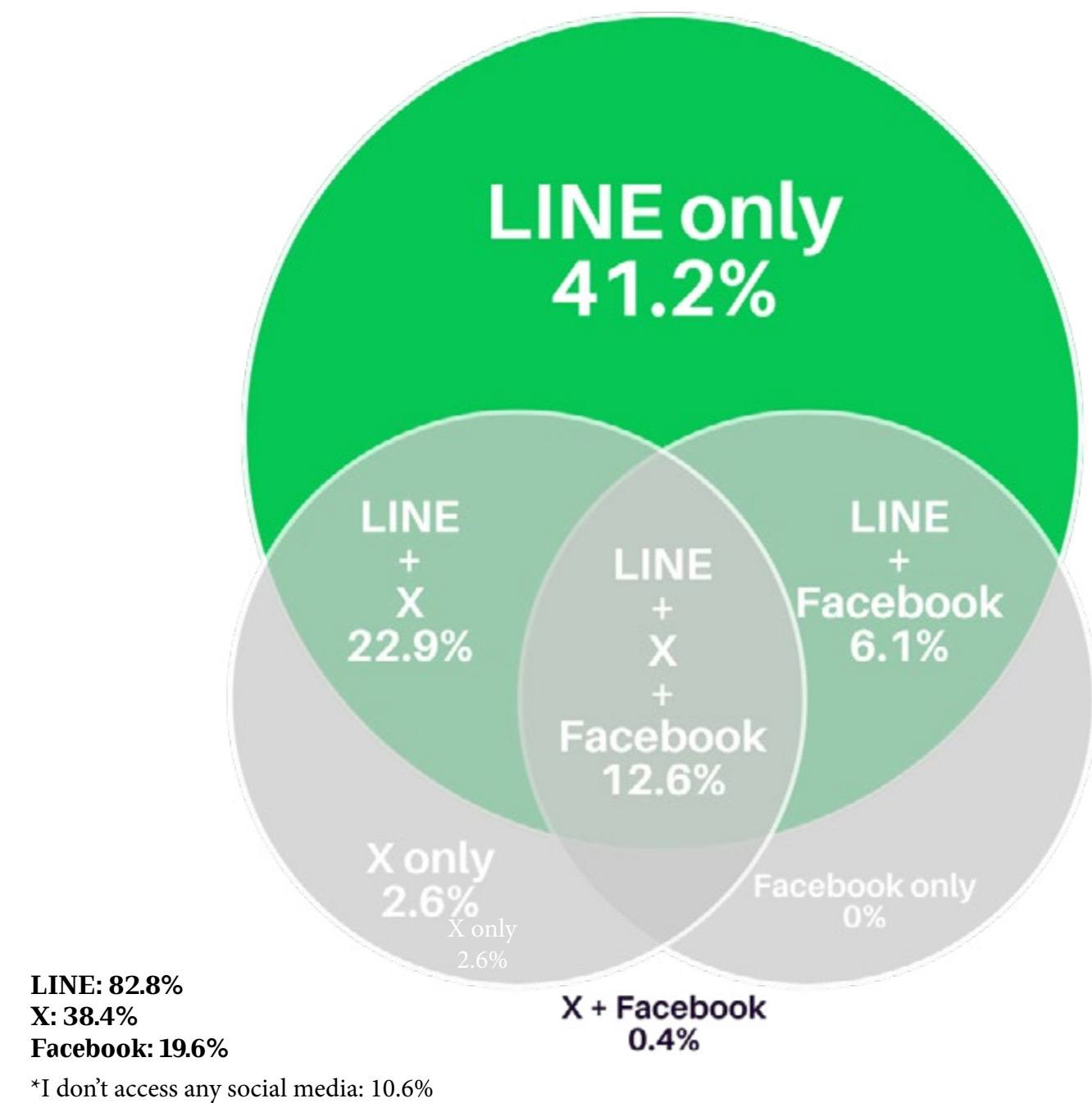
Source: [2022 Macromill Internet Survey](#)

LINE vs other platforms

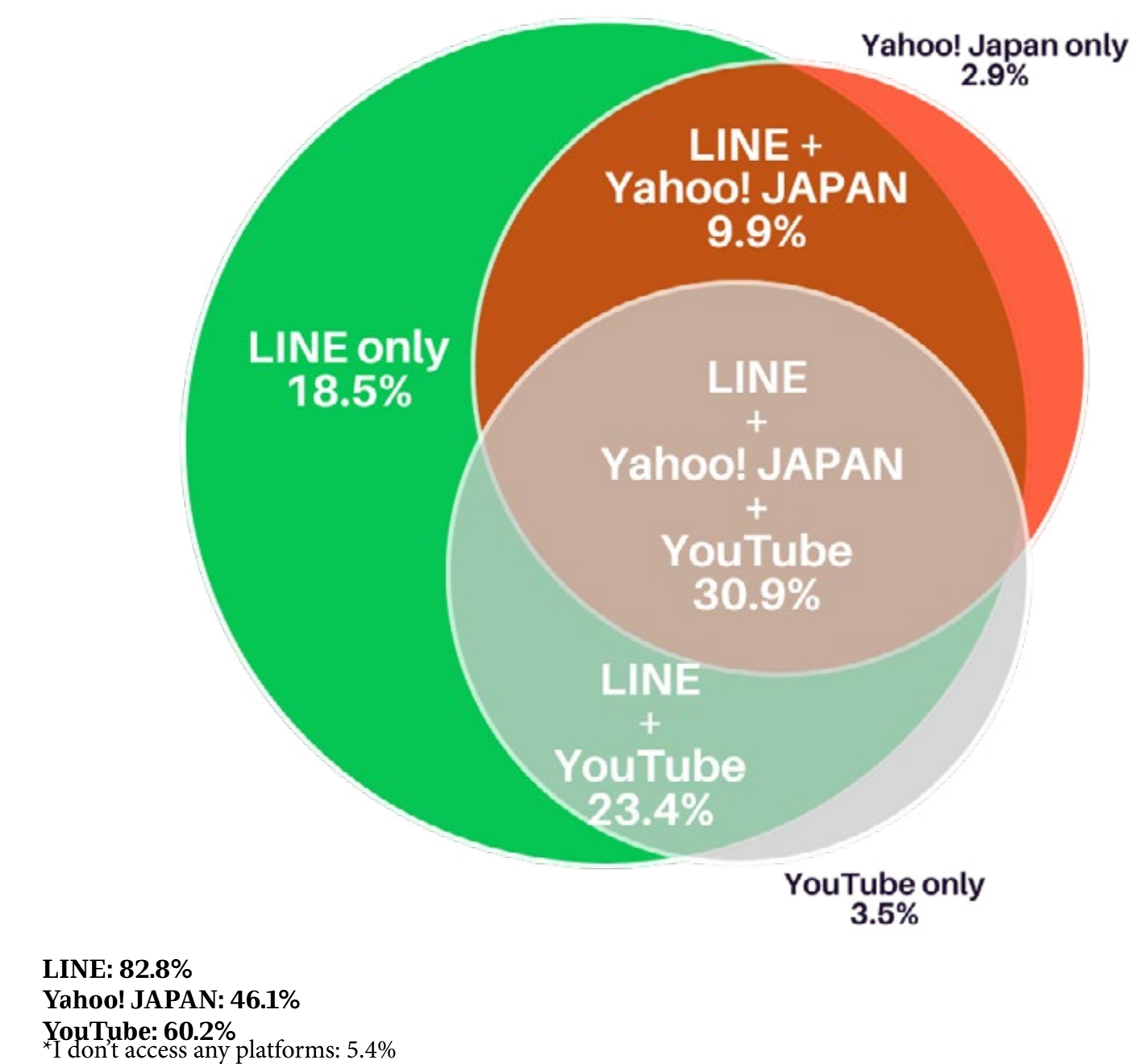
LINE stands out not only for its high usage rate but also for the significant number of users who primarily use LINE as their social media platform.

As illustrated in the diagram below, advertising on LINE offers the distinct advantage of reaching a large audience of users who are highly engaged with the platform.

Social media accessed via mobile phones



Digital platforms accessed via mobile phones



YouTube - leading streaming platform



YouTube isn't just social media – it's Japan's leading platform for video content. From trending Mukbangs (competitive eating shows) to educational channels, YouTube offers a massive library for viewers of all ages.

Why Choose YouTube?

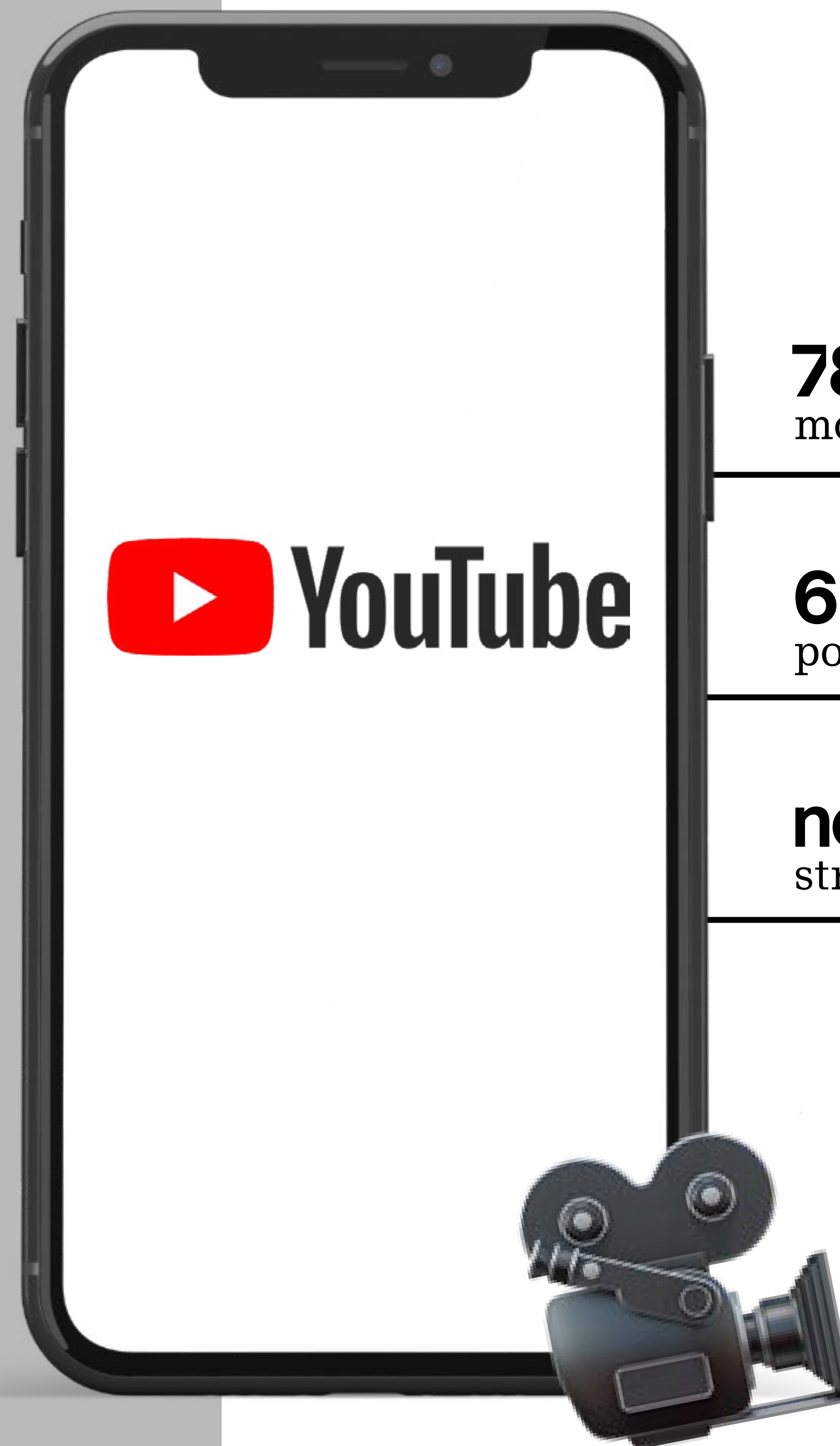
- **Free & Diverse Content:** Millions of Japanese use YouTube for free, enjoying everything from anime to daily news and product reviews.
- **Substitute for TV:** With smart TVs and strong WiFi, YouTube replaces traditional television for many households.
- **Powerful Influencers:** Younger viewers trust YouTube stars, making them ideal partners for influencer marketing campaigns.

Reaching Your Target Audience:

YouTube's audience spans demographics, with a growing focus on under-30 viewers following popular vloggers.

Looking Ahead:

- **Influencer Growth:** Expect even more brands partnering with YouTube creators to reach engaged audiences.
- **Marketing Power:** YouTube influencer marketing spending is projected to reach ¥48.7 billion JPY by 2027, showing its effectiveness.
- **Trending Content:** Look for reviews, unboxings, ASMR, anime, food challenges, gaming, live streams, and pranks to dominate YouTube in 2024.



78 million
monthly active users

63%
population reach

no. 1
streaming platform in Japan

X - still a 'Tweethheart'

Despite global trends, Twitter remains a social media powerhouse in Japan. Here's why:

- **News Hub:** Japanese rely on Twitter for breaking news and updates, with politicians and thought leaders actively tweeting.
- **Anonymous Voice:** 45% of Japanese social media users prefer anonymity, and Twitter offers a safe space for online discussions.
- **Mobile Friendly:** Twitter's perfect for Japan's urban population with short, digestible content ideal for commutes.

Reaching All Ages:

Twitter's user base is expanding, attracting brands, influencers, and marketers seeking to connect with diverse audiences. Political figures on the platform have drawn in older users, historically a challenge for Twitter.

Looking Ahead:

- **Powerful Listening Tool:** Brands can leverage Twitter for social listening, understanding consumer sentiment and trends.
- **Advertising Potential:** Unlike other markets, Japanese advertisers haven't abandoned Twitter en masse despite content moderation concerns.
- **Etiquette Matters:** However, a lack of moderation or reliable user verification could impact specific demographics if it alters the expected user experience on Twitter.



73 million
monthly active users

54%
population reach

45%
prefer to stay anonymous



Instagram - visual storytelling powerhouse



Japan's love for visual culture makes Instagram a perfect fit:

- **Trendsetting Platform:** Instagram plays a key role in shaping Japanese fashion and lifestyle trends. In a society that values conformity, Instagram helps users stay on top of what's popular.
- **Modern & Engaging:** Instagram's user-friendly mobile app and features like Reels and Stories allow for candid glimpses into real life, making it highly relevant.
- **Reaching Younger Audiences:** Instagram boasts a younger user base compared to Facebook and Twitter, with strong followings in fashion, beauty, food, and entertainment.

Influencer Marketing Boom:

Both domestic and international brands are active on Instagram, leveraging influencer marketing – a thriving advertising segment in Japan.

Looking Ahead:

- **Global Awareness:** Instagram's role as a space for activism and social issues is growing in Japan, influenced by global events and climate change concerns.
- **Video Takes Center Stage:** Reels are exploding in popularity thanks to algorithm support and user engagement.
- **Collaborations:** Partnerships between brands and digital creators are expected to rise across various industries, influencing sales and brand



55 million
monthly active users

37%
population reach

female users
dominates



Facebook - a niche for B2B

While a global giant, Facebook occupies a unique space in Japan compared to other markets.

Here's why:

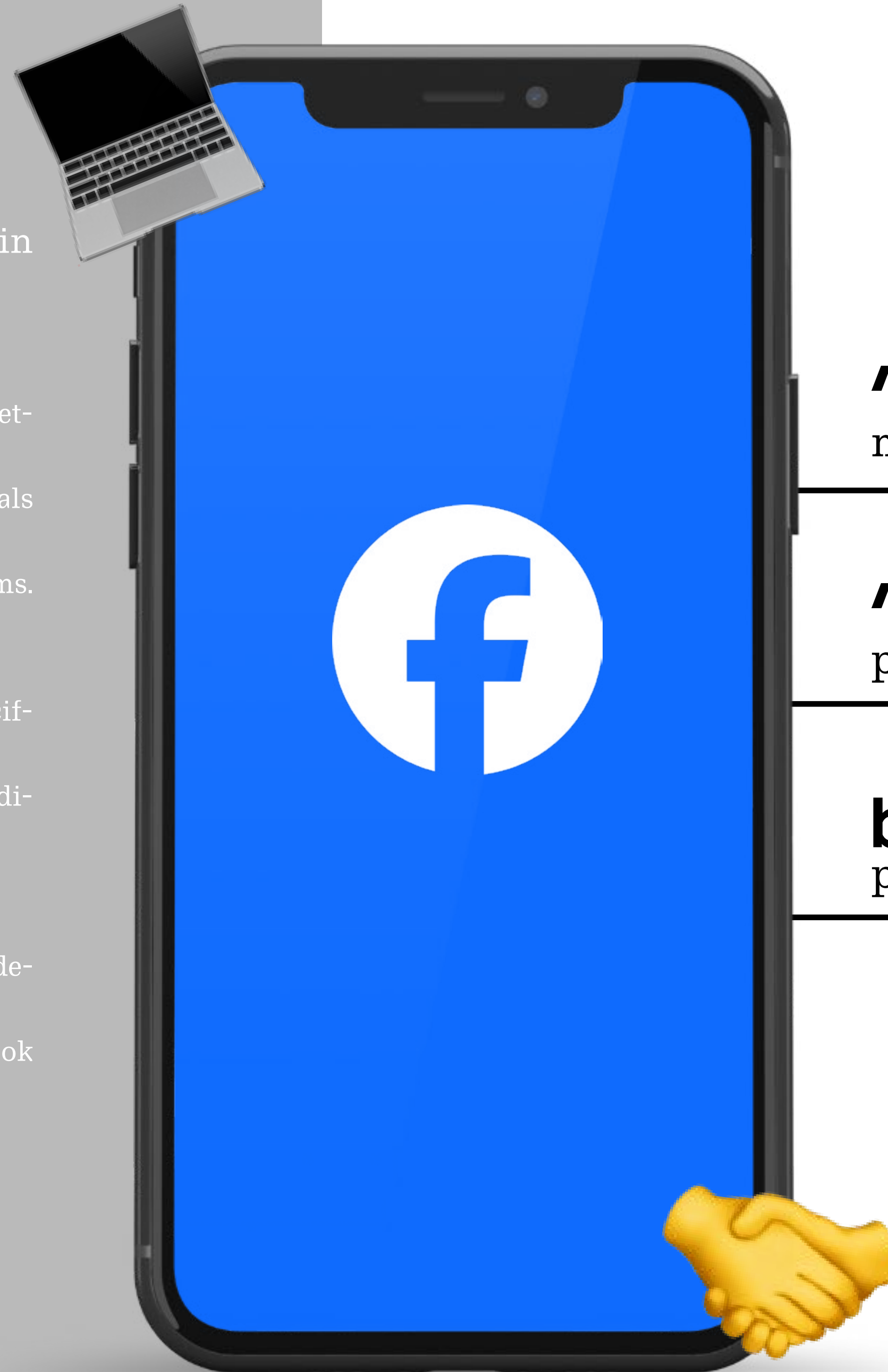
- **B2B Focus:** Think LinkedIn – Facebook in Japan is a professional networking platform for working professionals and businesses.
- **Senior Audience:** A large user base includes senior-level professionals and official company pages, ideal for B2B sales.
- **Limited Reach:** Overall user base is lower compared to other platforms.

Despite these challenges, Facebook offers value:

- **Targeted Ads:** Combined reach with Instagram allows targeting specific demographics, like professionals with disposable income.
- **Social Proof:** Real-name profiles make reviews and ratings more credible, aiding pre-purchase research by Japanese consumers.

Looking Ahead:

- **B2B Strength:** Facebook remains a viable space for B2B connections despite competition from LINE and TikTok for younger audiences.
- **Targeting Professionals:** With nearly half its users over 35, Facebook



17 million
monthly active users

12%
population reach

business networking
platform in Japan

TikTok - short videos, big impact



TikTok's 15-second to 1-minute video format perfectly fits Japan's busy lifestyles and short attention spans. It's a goldmine for user-generated video content.

Why It's Popular:

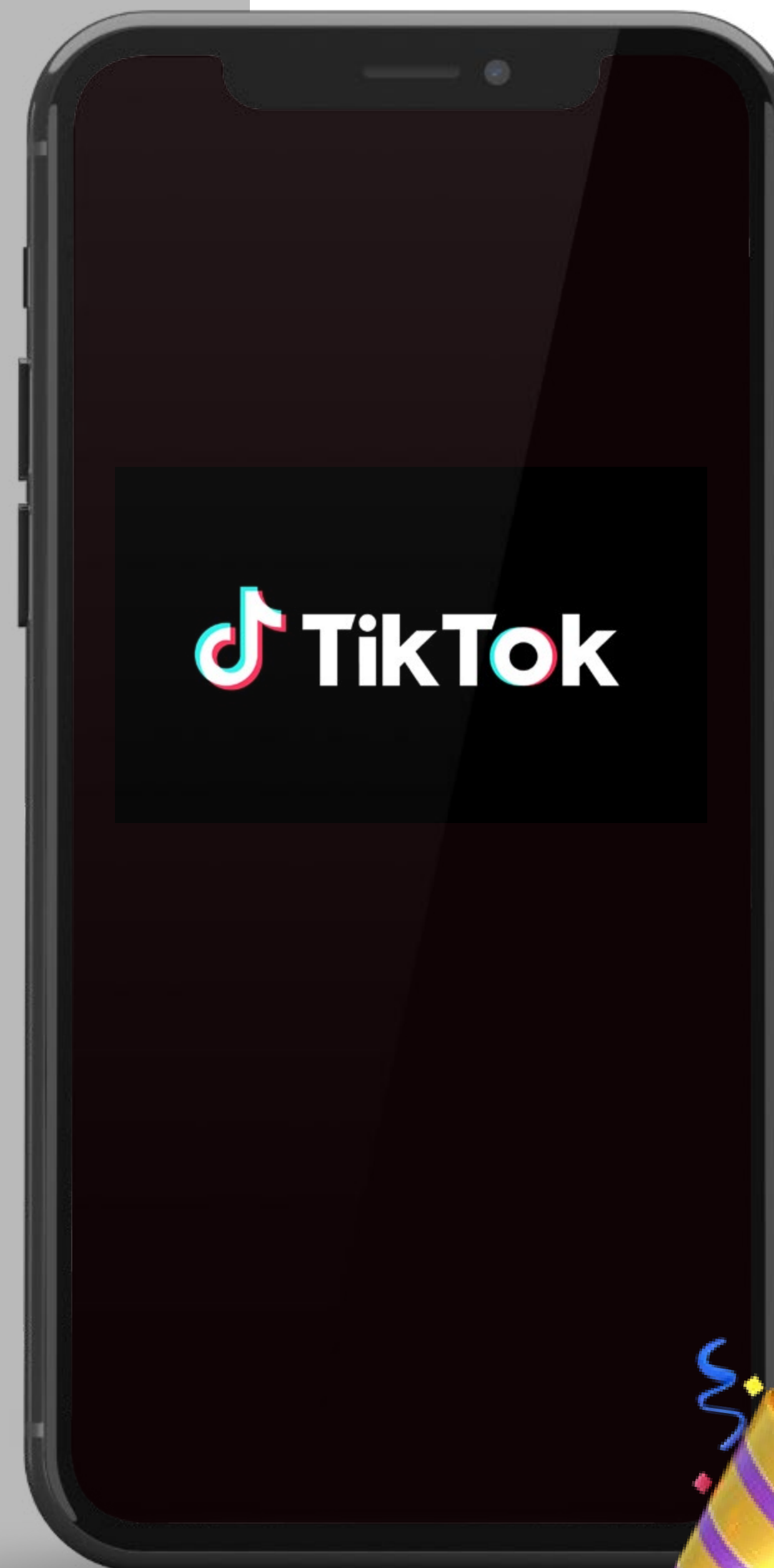
- **Light & Engaging:** Unlike platforms like Twitter, TikTok offers a more lighthearted and exciting escape for younger users.
- **Quick Consumption:** Short videos are easier to digest than lengthy text, allowing users to explore a variety of content during commutes or breaks.
- **Culturally Relevant:** Localized trends, challenges, and music create a sense of belonging and deeper connection with the platform.
- **Thriving Creator Economy:** Influencers set trends and drive engagement among young audiences, creating a vibrant community.

Reaching Gen Z:

With a 58% penetration rate among 13-19 year olds, TikTok is the best platform to reach Japan's Gen Z demographic.

Looking Ahead:

- **Expanding Audience:** Older demographics are gradually exploring TikTok, leading to a broader user base.
- **Embrace User-Generated Content:** Marketers who adapt to TikTok's unique style understand that user-generated content reigns supreme.
- **Strategic Ad Options:** Collaborations with popular creators offer a faster way to generate engagement, especially for products targeting younger audiences.



20.7 million
monthly active users

17%
population reach

58%
users aged 13-19

LinkedIn - limited reach



While a global powerhouse, LinkedIn's user base in Japan is smaller compared to other markets.

Here's why:

- Cultural Reservations: Japanese professionals may be less inclined to openly share career achievements online, valuing traditional in-person networking over digital connections. This concept of "hara" (showing off) can discourage some from actively promoting themselves.
- Focus on Hierarchy: Seniority often plays a larger role in Japan than individual accomplishment. Building relationships through established networks and respecting one's place within a company hierarchy can be more important than showcasing individual achievements on a platform like LinkedIn.

Niche Value:

Despite a smaller user base, LinkedIn can still be a valuable tool:

- Targeted Marketing: For B2B companies, LinkedIn can still be a valuable platform for targeted marketing efforts, reaching decision-makers and industry professionals.
- Job Seekers: While not as dominant as other platforms, LinkedIn can still be helpful for some job seekers, particularly those targeting multinational companies or positions with a strong international focus.



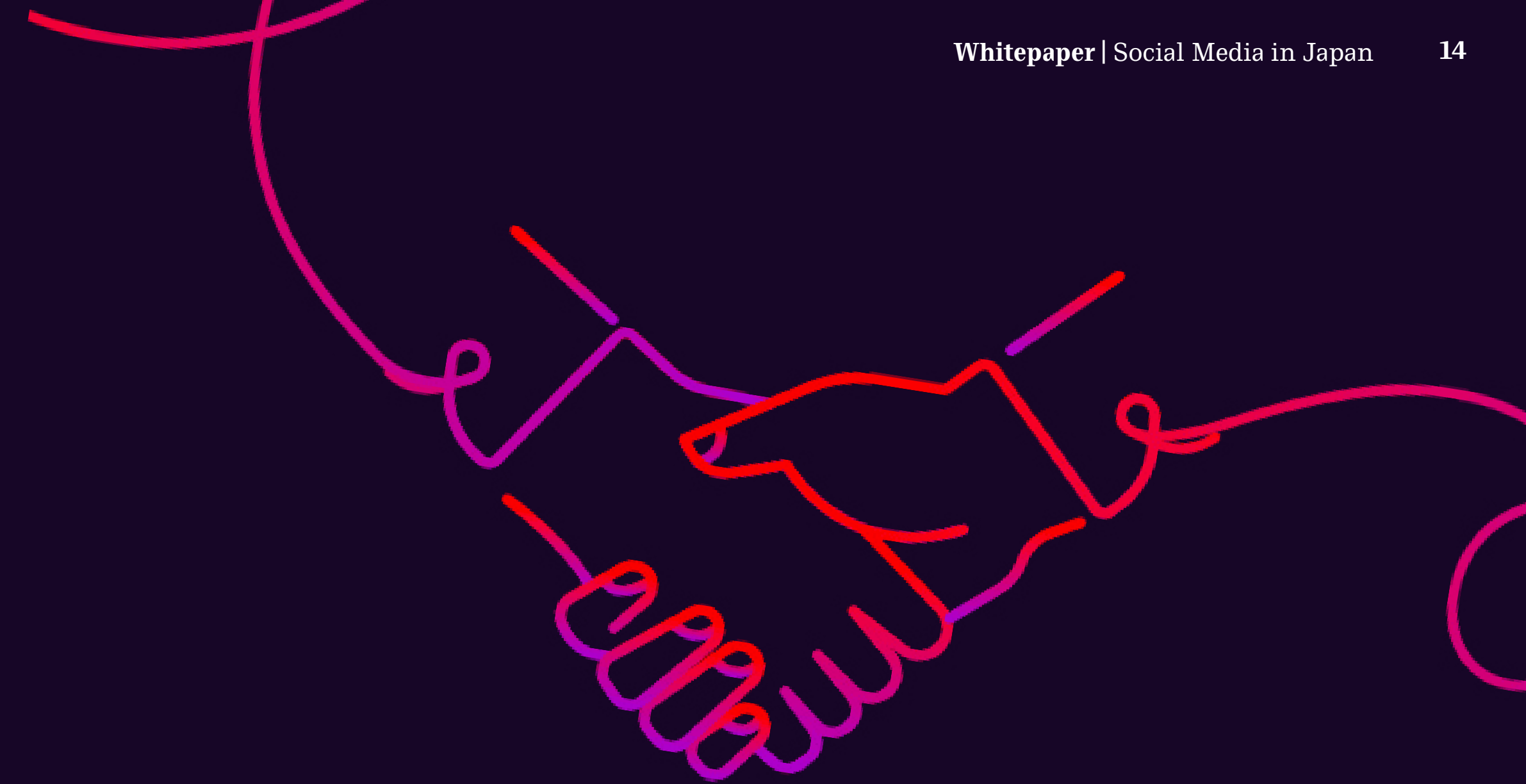
4.1 million
monthly active users

3.3%
population reach

small user base
in Japan

Let's work together

[Click here to contact us](#)



DMIFA Digital
Marketing
for Asia^{アジア}

We are official overseas media reps
for LINE Yahoo! advertising products.

- ✓ 100% free support.
- ✓ Dedicated account manager.
- ✓ Latest market insights.