J Wellness: The Future of Wellness in Japan

Yoriko Soma, CEO, Conceptasia Inc, Japan; 2019 Global Wellness Summit Co-Chair
Japan: Five Wellness Market Opportunities

1) Incredible Assets for Inbound Wellness Tourism Boom

2) Japanese Beauty (J-Beauty): Back in the Limelight

3) The Future is Wellness Communities: Japan’s Opportunity in Smart, Connected, Healthy Homes and Cities

4) The Age-Tech Opportunity: Beyond Millennials

5) Japan is a Workplace Wellness Leader; Though Mental Wellness is a Work in Progress
Incredible Assets for Inbound Wellness Tourism Boom
Assets for Inbound Wellness Tourism Boom

Hot Springs
US$56bn Global Market
20,972 “Onsens”
(2/3 of global market)

Japanese
Temples/Monastaries
Open to Tourists

Forest bathing
(Shinrin-yoku)

Traditional Onsens can expand to offer more holistic Wellness experiences

Japan’s Ryokan/Onsen culture satisfies the rustic, authentic and hyper-specific Asian Wellness experience

Visitors can access inner Zen through meditation, silence and vegetarian cuisine at Buddhist monasteries.

Japan offers the opportunity to experience this at the source

(*) all data in this presentation is courtesy of the Global Wellness Institute
Japanese Beauty: Back in the Limelight

• “J-Beauty” seeing a global surge that looks to be a huge, long-term global opportunity, given its high-tech and high-nature approaches, that dovetail with consumers embracing natural, functional, non-toxic, sustainable ingredients
Japan’s Opportunity in Smart, Connected, Healthy Homes and Cities

- Where we live determines 80-90% of our health outcomes

- Of the $134.3bn 2017 global Wellness real estate & communities market, Japan’s portion was US$2.2bn, ranking Japan tenth globally by market size
Forest Bathing in the Middle of the Tokyo District

Tokyo Station

Shared electric mini car

Telework only 1 hour from Tokyo-Karuizawa
Super-Ageing Nation: The Age-Tech Opportunity

Ageing rebranded as cool.

Products and services for older people is a US$15T market - Japan is leading the way as the world’s ageing “test market”.

27% of people currently over 65, and by 2050, there will be 70 retirees for every 100 workers
Japan: Leader in Workplace Wellness
Mental Wellness is a Work in Progress

- Workplace & Mental Wellness
- Wellness Tourism: Onsens, Temples, Forest bathing
- Wellness Food and Beverages
- Wellness Communities
- Age-Tech, e.g. Robotics, AI, Aibo
- J-Beauty
Japan Population Pyramid

Source: 国立社会保障・人口問題研究所の『日本の将来推計人口（平成29年推計）』
Japan Population 2045

Life Shift 100 years life in Japan especially on women

Source: 国立社会保障・人口問題研究所の『日本の将来推計人口（平成29年推計）』
Maslow’s Hierarchy of Needs:
Created when human life was around 60 years
Japan is embracing the 100-year life: and looking for new achievements

Our new goal is happiness

Wellness
Healthy life and comfortable environment
Wellness

Wellbeing
Do active, exercise, making community, eat healthy food and sleep well. “Ikigai: meaning of our live” Wellbeing