

Table 3

1985 Retail Profile

TYPE OF OUTLET	ANNUAL SALES		NUMBER OF OUTLETS		FLOOR SPACE	
	million yen (Cdn \$ billion)	%	number	%	square metre	%
DEPARTMENT STORES	7 779 717 (74.8)	7.7	428	0.1	5 721 174	6.1
SUPERSTORES/ SUPERMARKETS	19 155 102 (184.2)	18.8	67 150	4.1	21 247 152	22.4
CONVENIENCE STORES	3 382 902 (32.5)	3.3	29 236	1.8	3 414 521	3.6
SPECIALTY STORES	46 793 784 (449.9)	46.0	1 004 893	61.7	38 417 728	40.7
OTHERS	24 607 570 (236.6)	24.2	526 937	32.3	25 706 408	27.2
TOTAL	101 719 075 (978.1)	100.0	1 628 644	100.0	94 506 983	100.0

Source: "Census of Commerce," MITI.

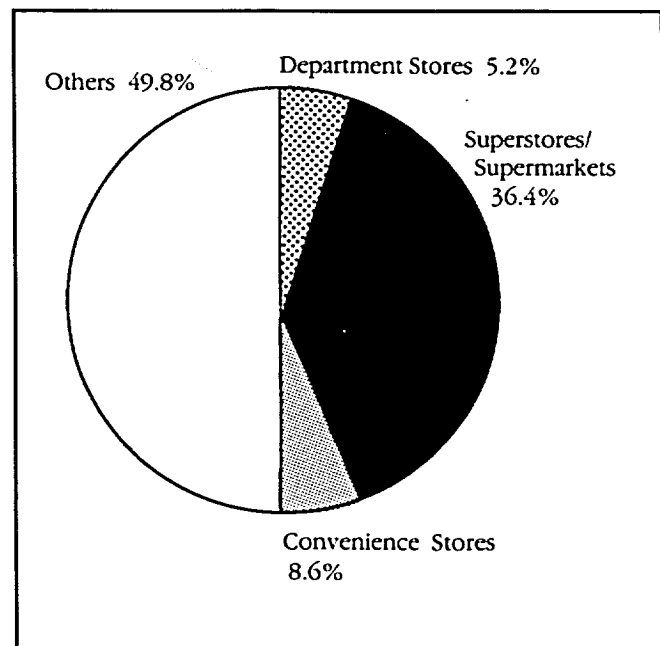
Japanese retail sales have grown remarkably over the last 10 to 15 years. Between 1976 and 1985, total retail sales volume in Japan increased 1.8 fold or an annual growth rate of almost seven per cent compounded. Also, self-service stores such as supermarkets and convenience stores increased their proportion of total retail sales from 19.7 per cent in 1982 to 22.1 per cent in 1985. Most of this loss in market share was felt by the other smaller retailers, though department stores also declined slightly. Self-service stores should continue to increase their market share. Convenience stores, in particular, are expected to continue their rapid growth for several years.

3 The Retail Food Sector

Total food retail sales in Japan in 1985 were ¥33 221 billion (\$319 billion Cdn). These are broken down by store type in Figure 4, similar to the categories above, except that specialty stores and others are combined. Just as with retail sales in general, the largest proportion of food sales (49.8 per cent) is handled by specialty stores and small retailers. Supermarkets were the second largest category, followed by convenience stores and department stores.

Figure 4

**Retail Food and Beverage Share by Type of Outlets
1985 Sales — 33 221 Billion Yen (\$319 Billion Cdn)**



Source: "Census of Commerce," MITI.
"Japan 1989", Japan Institute for Social and Economic Affairs.