

# 日本語 JAPANESE at a glance

There are nearly 130 million Japanese speakers worldwide. Most of them live in Japan, though Brazil and the United States have sizable Japanese-speaking populations, too. Most Japanese speakers live in highly urban areas with great infrastructures, internet access and mobile adoption rates. Japan's economy is the third largest in the world.

## 130 million

Japanese speakers worldwide; 131,000 people speak Japanese as a second language

## 1.5 million

Brazil has the world's **second largest** Japanese-speaking population

## 3RD

The United States **ranks third** at 0.46 million

## Linguistic Insights

Honorifics known as *keigo* are parts of speech that show respect. They're used to indicate the relative status of the speaker, the listener and others mentioned in the conversation.

Japanese also has an extensive grammatical system to **express politeness and formality**.

Despite the complexity of its written language, Japan has a **99% literacy rate**.

In Japanese, there is no grammatical distinction between singular and plural. Gender, too, is not indicated grammatically.

## Online

## 94%

Japan's internet penetration rate

## 6TH

Japan ranks sixth in number of internet users per country

## 91%

Japanese population that uses the internet daily

## E-commerce

**#3:** Japan is the world's **third largest e-commerce market** in the world (and one of its fastest growing)

**#2:** Japan is the **second largest foreign market** for Amazon, after Germany

**72%:** Japanese residents who **shop online**

## 71%

Japan's e-commerce growth from 2014 to 2019

## \$78.5 billion

Japan's e-commerce sales in 2014

## Mobile

## Over 60%

Japanese population using **mobile devices** to access the internet

## 60%

Percentage of Japan's **online transactions** via mobile devices

## 347%

Projected **growth of Japanese m-commerce sales** from 2013 to 2020

**Most popular social networks:** #1: LINE, #2: Facebook, #3: Twitter

## \$134.1 billion

Japan's projected e-commerce sales for 2019