

# Japanese Visual Trends Insights 2023





# Introduction

The last few years of pandemic living in Japan have effected its population in many ways and the isolated lifestyle demanded to reduce the spread of Covid-19 has been a major driver in the development of the visuals rising in brand messaging in the Japanese marketplace.

After spending so much time at home, cut off from in person socializing and interactions, the 2023 trends center on the human need for finding a balance or blend in identifying, on one hand, as a unique and intersectional individual, and on the other, as a member of a group- be it part of a family, neighborhood, company, sports team and the like.

# Teamwork

Japan embraces time spent together again in visuals of group experience.

With so much time spent in isolation, people are eager to spend time again in public spaces with community members and colleagues as well as welcoming family members back into their homes.

The surge in brand messaging we are seeing of people once again working, traveling, and playing together in public spaces outside the home reflects the desire and supports business needs for people to emerge out of private life and support corporate, travel, and service sectors throughout the country.

This trend not only reflects a more varied lifestyle, it also presents activities in which groups are often made up of diverse individuals, casting not being limited to subjects who look traditionally Japanese.

[See full gallery](#)

Adobe Stock Artists:

1. One | 506164659, 2. Amanaimages | 544234059, 3. Metamorworks | 514116966, 4. Monet | 457039246, 5. One | 468491290





## About 21 million

*people were expected to travel a during the holiday season from Dec. 23 to Jan. 3 in Japan, a 72% recovery compared with 2019, according to a survey by travel agency JTB Corp.\**

Adobe Stock Artists:

1. One | 465687486, 2. Gttkscg | 415701272

\* <https://www.bloomberg.com/news/articles/2022-12-21/foreign-visitors-to-japan-jumps-for-second-straight-month-after-reopening>

\*\* <https://tokuteikenshin-hokensidou.jp/news/2022/010858.php>

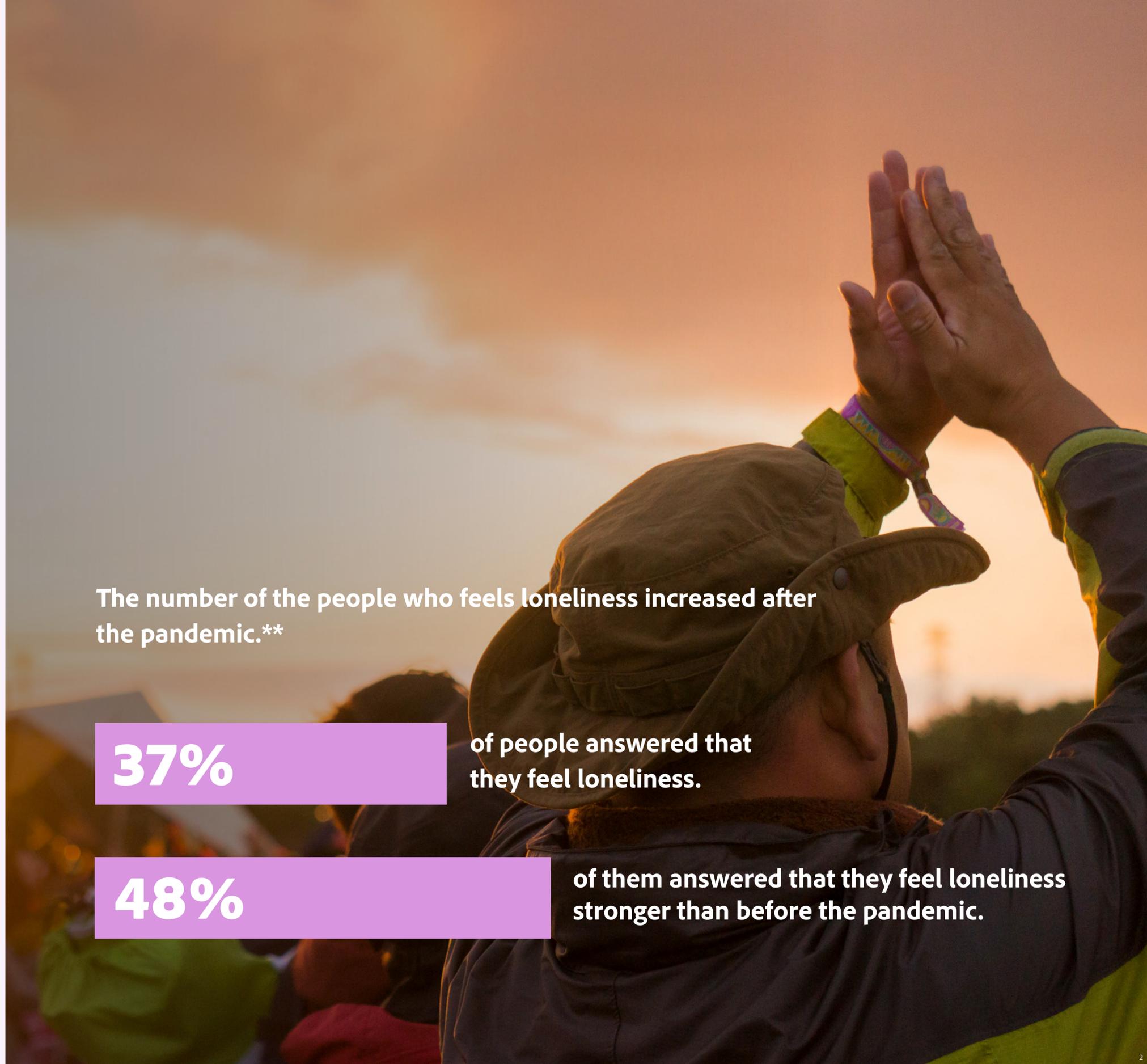
The number of the people who feels loneliness increased after the pandemic.\*\*

**37%**

of people answered that they feel loneliness.

**48%**

of them answered that they feel loneliness stronger than before the pandemic.



# Celebration of Self

## Post pandemic support for individual identity

Traditionally, Japan has promoted the importance of the individual conforming to group identity. One of the effects of pandemic isolation has been for widespread awareness and a growing appreciation for the authentic elements of one's own unique identity.

As Japan has seen a slow but steady growth in awareness and acknowledgment of diverse identities in recent years, the combination of self-awareness and acknowledgment of diversity has led to a widespread growth in the celebration of the self, with brand messaging giving space to positive representations of all ages, identities, relationships and more being happy and dignified in their unique individuality.

Of note are the shifting notions of male gender in Japanese daily life and society - men are represented and presenting themselves in a much wider range of activities- inhabiting more types of identities.

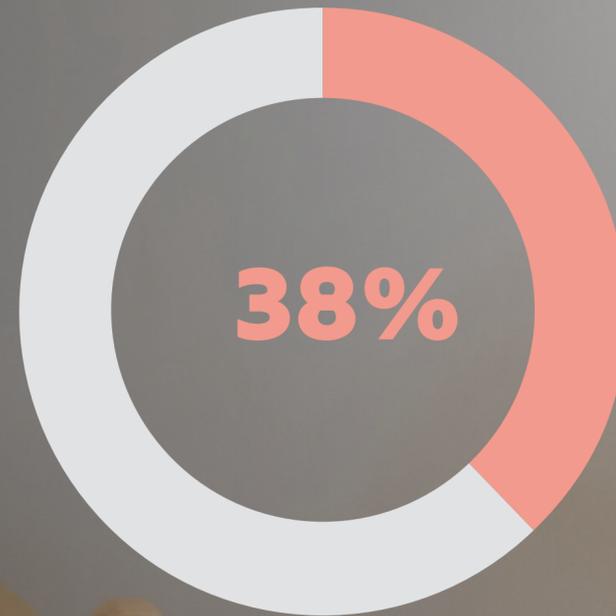
Fashion, beauty, household goods and more are presenting men taking care of the home, their children, grooming themselves in ways previously seen as the realm of women only.

[See full gallery](#)

### Adobe Stock Artists:

1. Yamasan | 450606477, 2. ZHPH Production - Stocksy | 537946078, 3. Pansfun Images - Stocksy | 333015907, 4. Buritora | 527715908, 5. One | 440600135





## About 70%

*of Japanese Gen Z citizens feel their identity is both recognized and accepted.\*\**

**respondents answered that husbands should also prioritize housework and childcare in 2022.\***

**Adobe Stock Artists:**

1. Metamorworks | 210496276, 2. LGBTQ+ | 531240091, 3. Curbon | 304589504, 4. Adobe Stock\_Japan | 501216487

\* <https://seikatsusoken.jp/teiten/answer/798.html>

\*\* <https://prtimes.jp/main/html/rd/p/000000029.000020614.html>



St Adobe Stock