

the 5th Basic Plan for Consumer Policies (FY2025 to FY2029)

- The outline of the government policy direction on Consumer Policy
- Period covered: 2025 – 2029 (5 years)
- Mid-term review will be conducted around the 3rd year and constantly take a new look at policies.

Key Points in the 5th Basic Plan

In the significantly changing society due to digitalization, population ageing and other factors,

< Target vision for Society >

➤ **Ensuring fair and reliable transaction environment for consumers**

➤ **Practicing consumers' abilities:**
to recognize risks, refuse suspicious offers,
and ask for advice

➤ **Bring about a society in which no one is left behind**

< Basic measures >

➤ Identify and take measures against consumer harm in the digital market.
➤ Cooperate with police and other agencies on consumer troubles from using social media etc.
➤ Protect consumers' interests from illegitimate or harmful information.

➤ Promote consumer education
➤ Implement measures to prevent customer abuse of workers, reduce food loss, etc.

➤ Enhance local consumer administration
➤ Promote local government initiatives for consumer affairs (e.g. Local Council for ensuring the safety of consumers, outreach activities), etc.

For assured safe and fulfilling lives as consumers

(References)

Jun. 2004: Revision of the Basic Act on Consumer Protection Policies

Sep. 2009: Established the Consumer Affairs Agency and The Consumer Commission

◀ [1st Basic Plan] (FY2005 to FY2009)

◀ [2nd Basic Plan] (FY2010 to FY2014)

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Structure of the 5th Basic Plan for Consumer Policies (FY2025 to FY2029)

Chapter 1: Current Issues facing Consumer Lives--Paradigm Shift in Consumer Policy

1. Breakthroughs in digital technology

- (1) The widespread adoption of digital technology by consumers
- (2) The need to develop consumer transaction environments in response to rapid changes affecting them

2. Progress of globalization in consumer lives

- (1) Transactions with businesses overseas increased
- (2) International visitors' consumption while in Japan

3. Changes in social structures

- (1) More consumers requiring special attention in their consumer lives
- (2) Improve consumers' understanding on cost pass-through pricing, etc.

4. Contribution to realize a better society and further international cooperation

- (1) Realizing a better and sustainable society
- (2) Co-creation and collaboration between businesses and consumers

5. Changes in consumer behavior when emergencies occur

Social
circumstances
and
Background

Chapter 2: Basic Direction of Consumer Policy and the Vision of The Society

1. Basic direction of consumer policy

- (1) Shift in the values and norms of consumer policy
- (2) Reorganize and expand Consumer Affairs Laws

2. The vision of the society

- (1) Ensuring fair and reliable transaction environment for consumers
- (2) Practicing consumer's abilities across all generations
- (3) Realizing a sustainable and inclusive society

Target
Vision for
Society

Chapter 3: Collaboration between Diverse Actors to implement Consumer Policy

1. Enhance local consumer administration

- (1) The direction of local consumer administration to address the problems arising from digitalization and declining/aging populations
- (2) Comprehensive networks for consumer consultation, (3) Local watch-over activities to protect consumers
- (4) Centers for consumer education established in local communities
- (5) Encouraging increase of local budget for consumer administration and provision of support from the State

2. Responsibilities and expectations for businesses

- (1) Duties of businesses
- (2) Expectations toward voluntary initiatives by businesses

3. Expectations for consumers

- (1) Expectations toward consumers
- (2) Expectations toward consumer organizations

4. Realizing a sustainable society via collaboration between administration, consumers, and businesses

- Provide, purchase and publicize products/services that contribute to sustainable society

Collaboration
between
actors

Chapter 4: Basic Measures for Consumer Policy

1. Addressing current issues facing consumer lives

- (1) Addressing breakthroughs in digital technology
- (2) Addressing the progress of globalization in consumer lives
- (3) Addressing changing social structures
- (4) Addressing ways to contribute to realizing a better society and further international cooperation
- (5) Addressing changes in consumer behavior when emergencies occur

2. Ensuring consumer safety and opportunities for self-reliance and rational choice-making

- (1) Ensuring consumer safety
- (2) Ensuring consumers' opportunities for self-reliance and rational choice-making
- (3) Preventing harm to consumers and providing redress to them

3. Collaboration between related departments to promote consumer policy

Basic
measures