

**Japanese Art Industry Market Research Survey 2018**  
**Japanese Art Market Estimated at 246 Billion JPY**  
**Third Consecutive Year of Growth**

**Museum Visits and Attitudes Toward Art for Internationally Well-Experienced  
Business People Also Surveyed**

Art Tokyo Association, the organizer of Art Fair Tokyo, Japan's largest art fair, conducted the Japanese Art Industry Market Research Survey with approximately 20,000 people, estimating the scale of the art market in Japan to be 246 billion JPY.

This marks the third year of consecutive market growth, following the same survey's estimates of 243.1 billion JPY for 2016 and 243.7 billion JPY for 2017. Sales at galleries and departments fluctuated but nonetheless remain the two strongest channels in the market, though sales via art fairs and websites are also rising and achieved their highest results in three years.

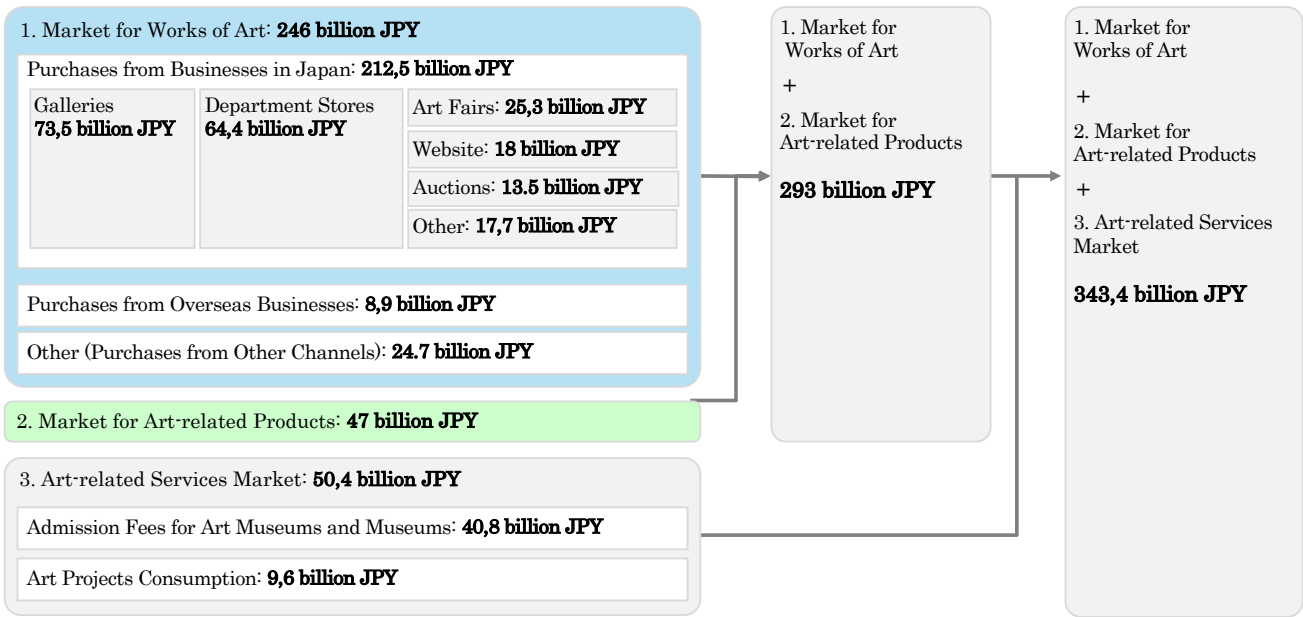
In addition to estimating the scale of the market, the survey analyzed trends among artwork imports and exports as well as museum visits, and also investigated attitudes toward art among a group identified as "internationally well-experienced business people" (sample: 299), regarded as a key demographic for thinking about the future of the art industry.

Art Tokyo Association has collated these results from the survey into the Japanese Art Industry Market Research Report 2018, which is published online in conjunction with Art Fair Tokyo 2019, held in March 2019.

**Scale of Markets for Works of Art, Art-related Products, and Art-Related Services**

The scale of the market is estimated at 246 billion JPY in terms of sales of works of art (1) such as antiques, *yōga* (Western-style painting), sculpture, and contemporary art. Combining this with the markets for art-related products (2), such as merchandise and catalogues, estimated at 47 billion JPY, and art-related services (3), including art museum admission fees and consumption at the art festivals held around Japan, at 50.4 billion JPY, the overall scale of the art market is estimated to be 343.4 billion JPY.

Chart 1: Overview of Art-related Market Scale<sup>1</sup>



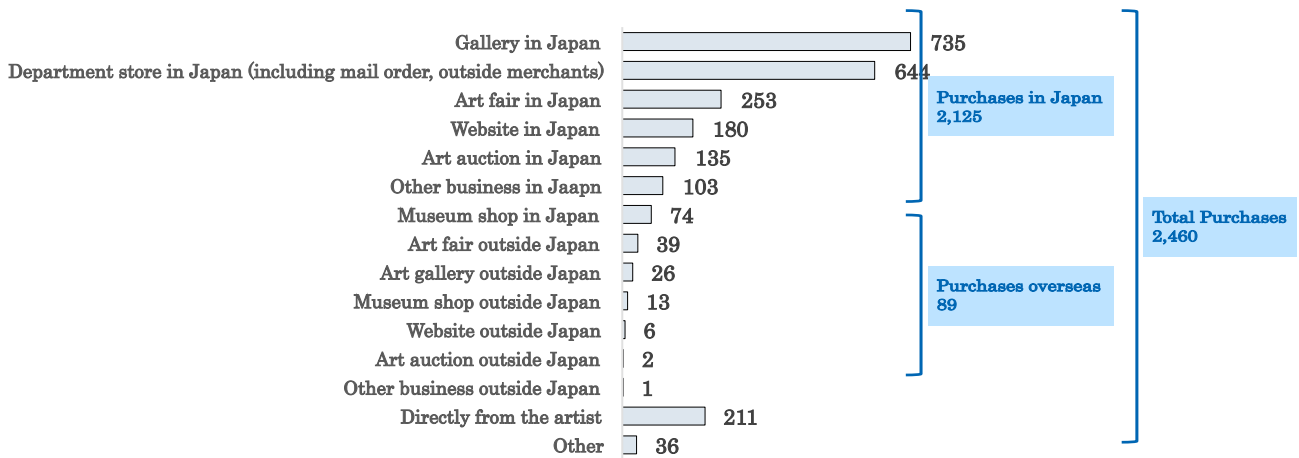
Source: Japanese Art Industry Market Research Survey 2018 (Art Tokyo Association, Platform for Arts and Creativity)

## After Main Sales Channels of Galleries and Department Stores, Art Fairs and Websites Also Growing

When viewing the 246 billion JPY market for artworks by sales channel, the largest channel is galleries in Japan at 73.5 billion JPY, followed by department stores at 64.4 billion JPY. With 25.3 billion JPY and 18 billion JPY, respectively, art fairs and websites in Japan also demonstrated growth for the third year in a row.

Chart 2: Market Scale for Works of Art by Sales Channel

(Unit=100M JPY) (n=20,475)



Source: Japanese Art Industry Market Research Survey 2018 (Art Tokyo Association, Platform for Arts and Creativity)

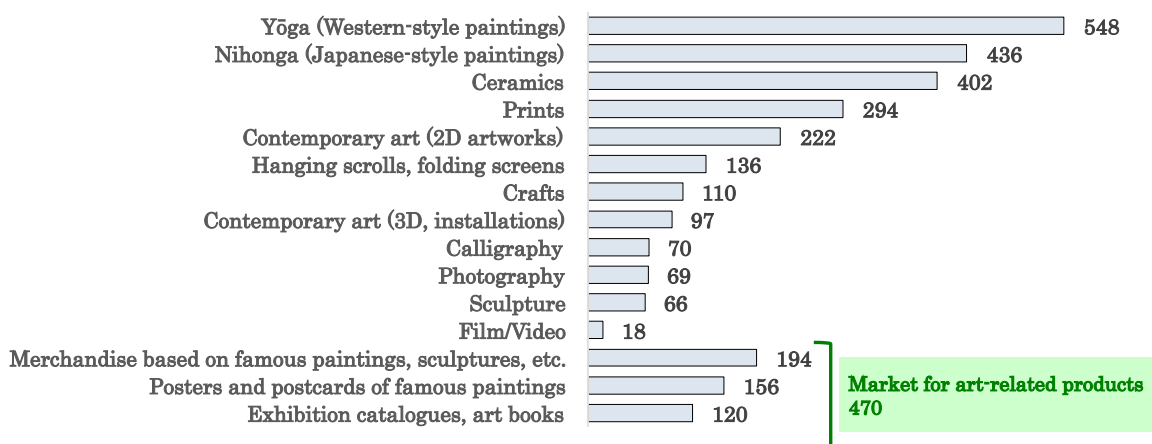
<sup>1</sup> Since each value is rounded off to the nearest billion yen (including fractions), there may be cases where the total value does not match the total of the values in the breakdown.

## Japan's Highly Diverse Art Market

In terms of type, the artwork market is led by *yōga* (54.8 billion JPY), followed by *nihonga* (43.6 billion JPY), ceramics (40.2 billion JPY), prints (29.4 billion JPY), and contemporary art (2D artworks) (22.2 billion JPY). Combining the two categories of contemporary art (2D artworks and 3D artworks or installations), the market is 31.9 billion JPY. While the traditional Western-style painting genre of *yōga* is the most popular, the market in Japan is nonetheless highly diverse and comprises types of artwork closely tied to Japanese art history, such as *nihonga*, ceramics, crafts, hanging scrolls, folding screens, and calligraphy. As such, the survey reveals the extent to which Japanese art has been influenced by lifestyle culture and history. In addition, the market for art-related products is 47 billion JPY.

Chart 3: Market Scale for Works of Art and Art-related Products by Type<sup>2</sup>

(Unit=100M JPY) (n=20,475)



Source: Japanese Art Industry Market Research Survey 2018 (Art Tokyo Association, Platform for Arts and Creativity)

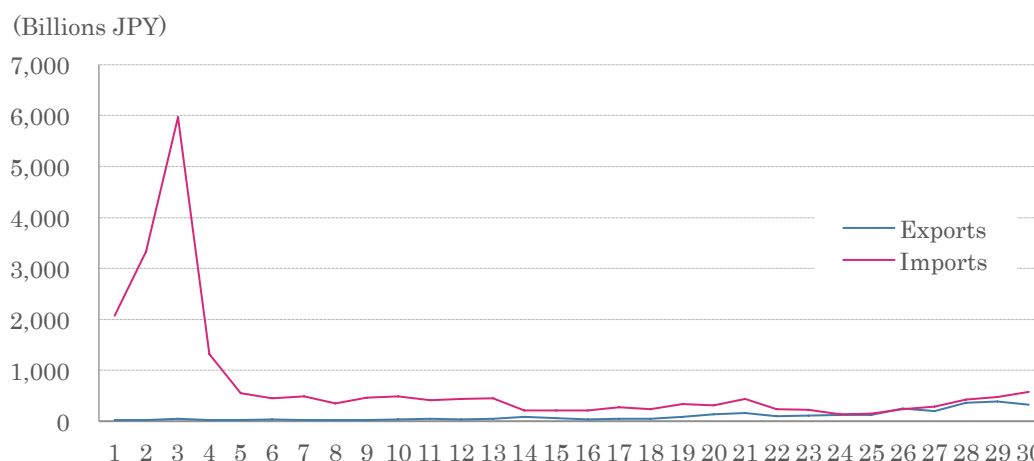
## Analysis Based on Artwork Import and Export Trade Statistics

Artwork imports declined from a peak in 1990 of 600 billion JPY in imports to less than 50 billion JPY from 1993. However, there have been recent signs of renewed growth since 2011 and imports reached 58 billion JPY in 2017.

Exports had fallen to below 10 billion JPY by 2006 but since 2007 have continued to fluctuate while gradually increasing, eventually reaching between 30 billion JPY and 40 billion JPY after 2015.

<sup>2</sup> The figures for purchases by type include duplicates, meaning the total amount for purchases of works of art differs from the total amount of purchases of works of art by sales channel.

Chart 4: Changes in Artwork Imports and Exports



Source: Ministry of Finance trade statistics (adapted by Art Tokyo Association and Platform for Arts and Creativity)

## Museum Visits

Museums have recently attracted attention in Japan for their potential as attractive destinations for foreign tourists and venues with unique appeals. As such, the Japanese Art Industry Market Research Survey 2018 conducted analysis in order to provide a more detailed understanding of museums in Japan.

Approximately 37% of people have visited a museum in the past year, though only a minority of people visits a museum once or more a month. The most popular museums are those in the Ueno area of Tokyo such as the Tokyo National Museum, National Museum of Western Art, Tokyo Metropolitan Art Museum, and Ueno Royal Museum. Other popular venues include The National Art Center, Tokyo and Edo-Tokyo Museum as well as department stores.

Chart 5: Museums Visited in the Past Year<sup>3</sup>

Tokyo National Museum	35%	The Bunkamura Museum of Art (Shibuya)	7%
National Museum of Western Art	29%	Mori Arts Center Gallery	5%
Tokyo Metropolitan Art Museum	26%	Yamatane Museum of Art (Hiroo)	5%
The National Art Center, Tokyo	23%	Mitsui Memorial Museum	5%
Ueno Royal Museum	18%	Idemitsu Museum of Arts	5%
Department stores	16%	Tokyo Metropolitan Teien Art Museum (Shirokanedai)	5%
Edo-Tokyo Museum	12%	Seiji Togo Memorial Sompo Japan Nipponkoa Museum	5%
Suntory Museum of Art	11%	Tokyo Station Gallery	4%
National Museum of Modern Art, Tokyo	11%	Sumida Hokusai Museum	4%
Galleries	11%	Nezu Museum (Aoyama)	4%
Mori Art Museum	9%	Tokyo Photographic Art Museum (Ebisu)	3%
Mitsubishi Ichigokan Museum, Tokyo	9%	Tokyo Opera City Art Gallery	3%
Other municipal or metropolitan art museum	7%	Galleries attached to brand stores	3%
Yokohama Museum of Art	7%	Museum of Contemporary Art Tokyo (Kiba, Kiyosumi)	2%

Source: Japanese Art Industry Market Research Survey 2018 (Art Tokyo Association, Platform for Arts and Creativity)

In addition to the data above, the Japanese Art Industry Market Research Survey 2018 also examined visits by gender as well as day and time of visit, and visitor needs.

<sup>3</sup> Surveying respondents resident in Tokyo Metropolis or Kanagawa, Chiba, or Saitama prefectures, and who said they had visited a museum at least once in the past year.

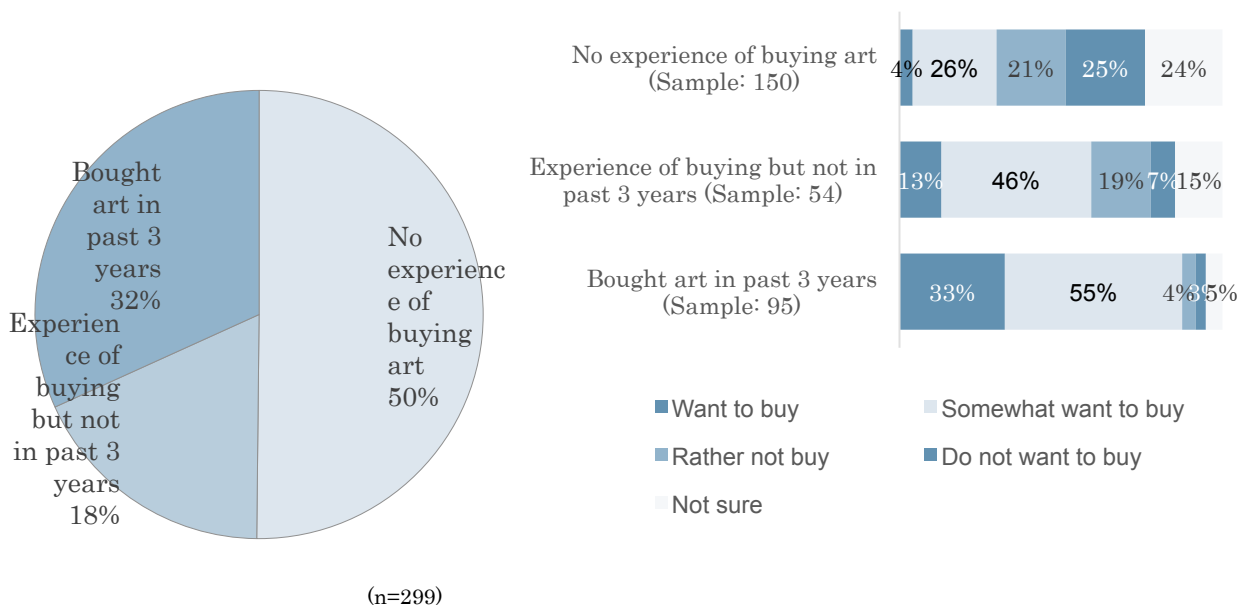
## Indications of the Future of the Art Industry from Internationally Well-Experienced Business People

Each year, the Japanese Art Industry Market Research Survey focuses its analysis on a particular demographic in order to reveal various conditions and circumstances related to art. The 2018 survey extracted a sample of people from the respondents to the first part of the survey who met the conditions of being “internationally well-experienced,” an “employed resident of Tokyo, Kanagawa, Saitama, or Chiba aged between their twenties and fifties,” and having “visited a museum or art museum at least twice in the past year.” This group was defined as “internationally well-experienced business people” (299 samples) and analyzed as a demographic that can provide useful indications of the future for the art industry. (The 2016 survey examined business owner or business executive collectors, while the 2017 survey looked at young collectors.)

### Art Purchases by Internationally Well-Experienced Business People and Future Intention to Buy

Around half of internationally well-experienced business people have experience of buying a work of art (as opposed to approximately 16% nationally), while even around 30% of those who have never bought one before are interested in doing so in the future.

Chart 6: Art Purchases by Internationally Well-Experienced Business People and Future Intention to Buy



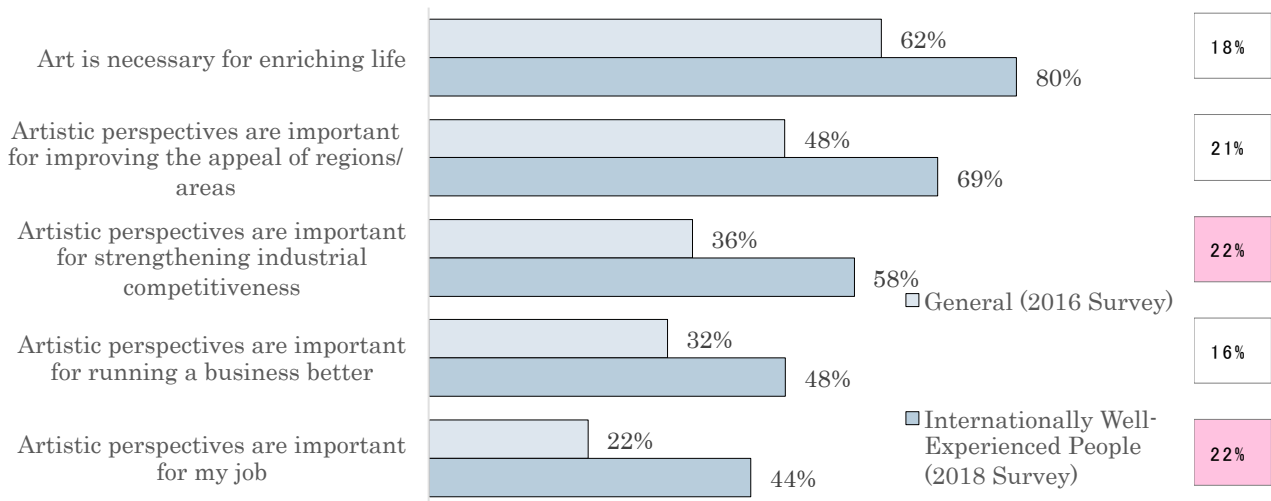
Source: Japanese Art Industry Market Research Survey 2018 (Art Tokyo Association, Platform for Arts and Creativity)

### Values and Attitudes for Internationally Well-Experienced Business People

The 2016 survey surveyed all respondents (the entire sample) about the values they associate with art, but the 2018 survey focused on only asking business people about the same values. While the results for internationally well-experienced business people tended to be higher, the disparity was particularly large with the results for the values “Artistic perspectives are important for strengthening industrial competitiveness” and “Artistic perspectives are important for my job.” The survey results by age group also indicated that younger generations are more likely to connect artistic perspectives to business.

Younger internationally well-experienced business people demonstrated a striking tendency to view artistic perspectives as important for business, suggesting the possibility for the future growth of an elite demographic that views art not only as a leisure pursuit but naturally links it to business.

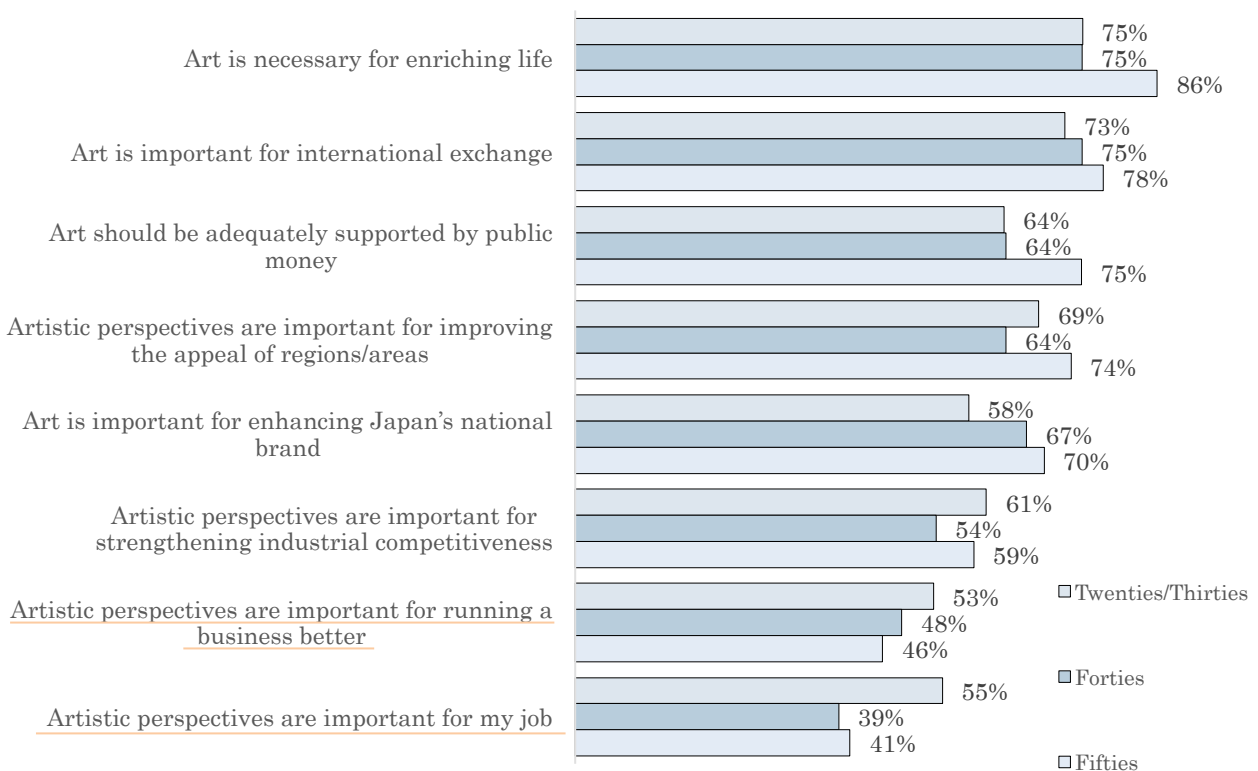
Chart 7: Values Associated with Art (Comparison with 2016 Survey)



Source: Japanese Art Industry Market Research Survey 2018 (Art Tokyo Association, Platform for Arts and Creativity)

Chart 8: Values Associated with Art (by Age Group)

(n=125)



Source: Japanese Art Industry Market Research Survey 2018 (Art Tokyo Association, Platform for Arts and Creativity)

Art Tokyo Association plans to continue conducting the survey in the future in order to accurately understand the state of the art market in Japan and clarify the influence of economic trends and social circumstances on the art industry. Alongside aspiring for the survey results to serve not only as findings for those in the art industry at home and abroad but also function effectively as indices for many industries developing projects and services related to art, Art Tokyo Association will partner with various industry organizations and contribute to efforts to link the expansion of the art industry to new growth strategies in Japan.

### Survey Content Summary

Survey Method	Questionnaire survey targeting respondents registered to an online questionnaire service
Survey Period	September 28 – October 4th, 2018
Survey Target	The survey was implemented in two stages with the following respective targets. <b>First Survey:</b> Gender, age, employment status (employment, unemployed) and income (personal income for the employed, household income for the unemployed) distributed across the whole of Japan, based on government data <b>Second Survey:</b> Respondents meeting the following conditions: <ul style="list-style-type: none"> <li>- International experience above a certain level<sup>4</sup></li> <li>- Visits art museums and museums (2 times a year or more)</li> <li>- Aged between 20 and 59</li> <li>- Employed or working (company employee, self-employed, professional, government worker)</li> <li>- Resident in target area (Tokyo Metropolis, Chiba Prefecture, Saitama Prefecture, Kanagawa Prefecture)</li> </ul>
Valid Samples	First Survey: 20,475 samples Second Survey: 299 samples

### Survey Overview

Survey	Japanese Art Industry Market Research Survey 2018
Report	Japanese Art Industry Market Research Report 2018
Survey Organizer	Art Tokyo Association
Survey Co-organizer	Platform for Arts and Creativity
Grant Program	Agency for Cultural Affairs 2018 Art Market Stimulation Program

Japanese Art Industry Market Research Survey website: <https://art-tokyo.jp/market>

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<sup>4</sup> Here designating someone who has either lived abroad (for one month or more), stayed overseas in the past year (a total stay of two weeks or more on vacation or for work), or who has experience working for a foreign company (where the official internal language is English).