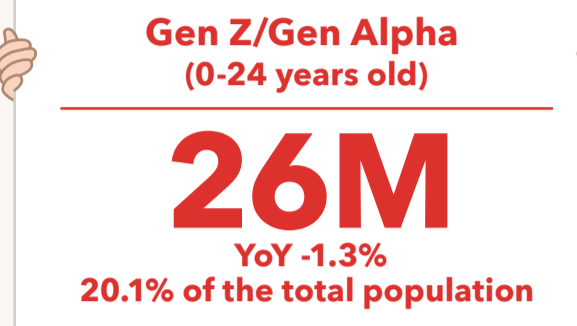
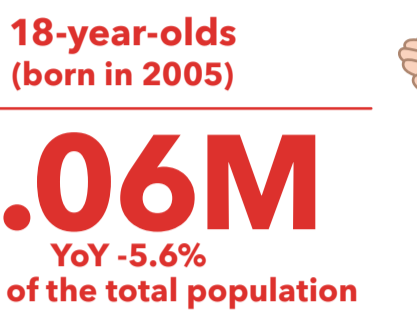


# COMING OF AGE DAY AND YOUTH TRENDS

Japan marks Coming of Age Day on the second Monday of January, an annual national holiday celebrating individuals officially recognised as adults at 18 (previously 20 until April 1, 2022). Each city hosts an official ceremony to celebrate it, attended by young people dressed in traditional clothing, such as a kimono. This report explores key demographic trends, popular sports preferences, favoured athletes, and social media habits among Japan's youth.

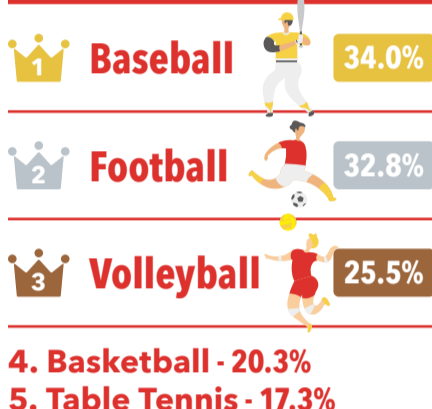
## DEMOGRAPHICS



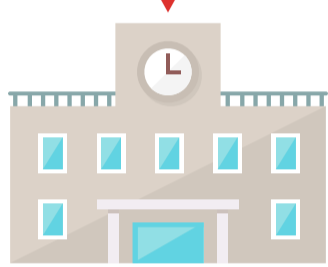
## SPORT PREFERENCES

of individuals aged 15-19

### Most Watched

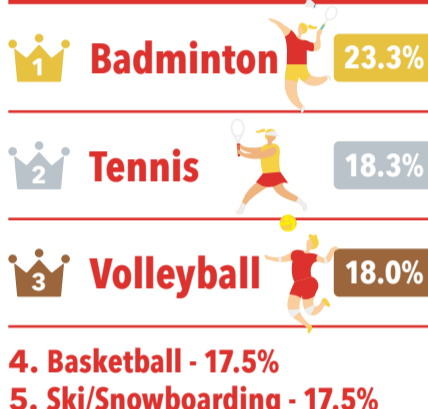


**40%**  
School Sports Club Membership



### Future Interests

Sport they aspire to try



Reference: LINE Research

## FAVOURITE ATHLETES

of individuals aged 12-21

Shohei Ohtani has maintained the No.1 position in this ranking for the third time.

**1** **22.3%**

The highest number of votes in the history of this research since 2002.

**Shohei Ohtani**



**3.1%**



**Kaoru Mitoma**

**2.7%**

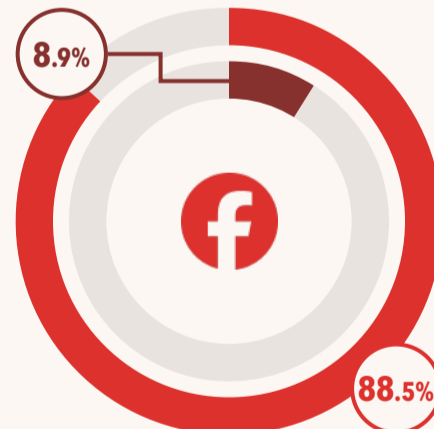
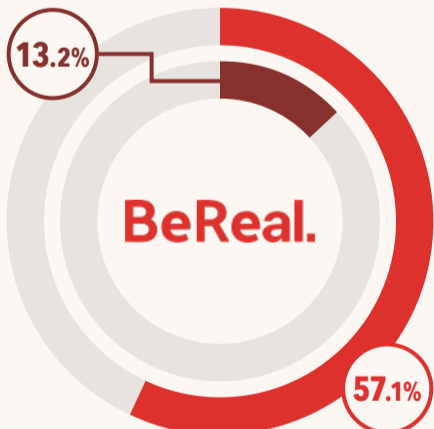
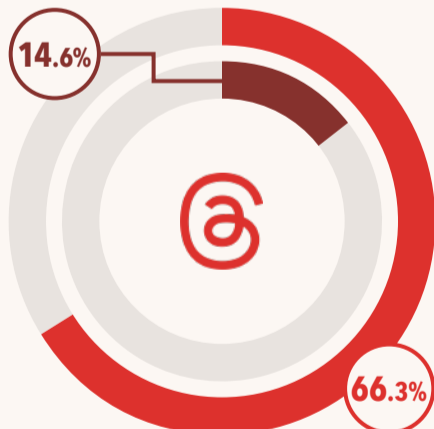
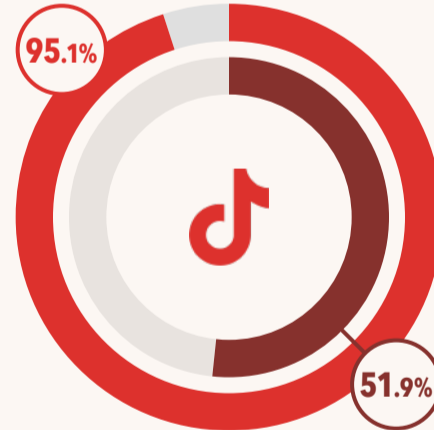
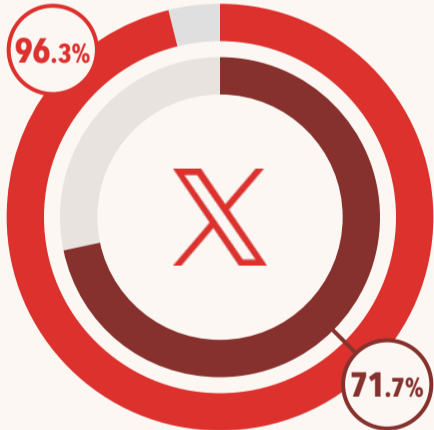
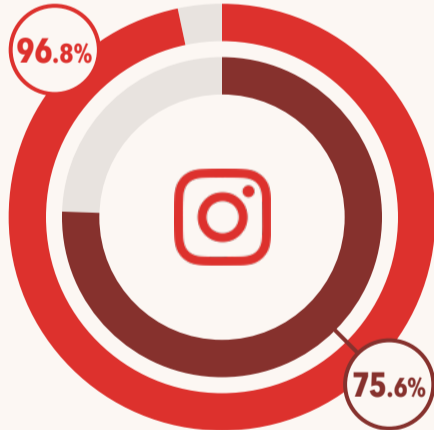


**Lionel Messi**

Reference: Sasagawa Sports Foundation

## SOCIAL MEDIA PLATFORMS FOR GEN Z

Familiarity Usage



Reference: CyberAgent

## ENGAGING GEN Z A CASE STUDY

Japan Sumo Association's Approach:

Focus on individual sumo wrestlers over the sport itself

Emphasize personal connections with athletes for increased interest

TikTok:

**4.1M** likes earned so far.

One of their popular videos from this year -

**18.6M** views and

**661.2K** likes.

