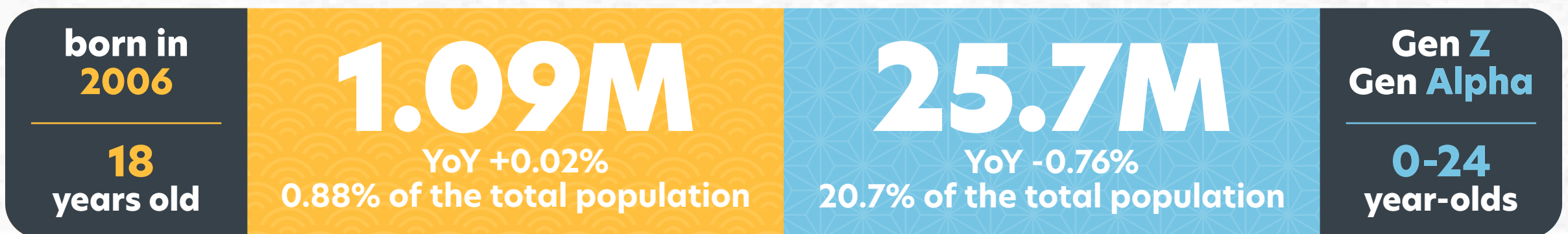


## JAPAN Insights

# COMING OF AGE DAY AND YOUTH TRENDS

Every second Monday of January, Japan celebrates Coming-of-Age Day, honouring young people who have turned 18 and are officially recognized as adults. This report looks at current trends among Japanese youth, focusing on sports and social media use.

## DEMOGRAPHICS



## DREAM JOBS

16-18 years old



### MALE

- IT engineer/programmer
- Civil servant
- Company employee
- YouTuber/video creator
- Game creator



### FEMALE

- Nursery/kindergarten teacher
- Civil servant
- Clinical nurse
- Company employee
- Artist/actor/voice actor

Japanese teens value stability and pursuing interests. Males show a preference for digital technology careers, while females gravitate towards public service roles.



# FAVOURITE ATHLETES

18-19 years old

1 18.0%

Shohei Ohtani



2

10.0%

Yuki Ishikawa



3

4.0%



Yuki Kawamura



Masahiro Sekita



Koji Chikamoto



Neymar Jr.

Ohtani received 41.5% of votes overall, the highest across all age groups (18-70). He was the most favourite athlete among both male and female respondents.

# FAVOURITE SPORTS TO WATCH

16-18 years old



MALE

1

Baseball

36.1%



2

Football  
Futsal

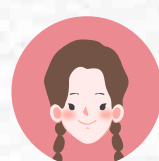
24.8%



3

Volleyball

20.1%



FEMALE

1

Volleyball

37.1%



2

Baseball

30.1%



3

Basketball

25.6%



44% of Japanese youth watch sports on YouTube, indicating the growing preference for digital platforms over live events.



# SOCIAL MEDIA USAGE STATUS

Among  
**10-19**  
Year-Olds

All Generations  
**10-69**  
Year-Olds

94.3%



87.8%

72.9%



56.1%

70.0%



32.5%

65.7%



49.0%

10.0%



30.7%

\*LINE is excluded from this data as it functions primarily as a communication tool, similar to WhatsApp in Europe and North America.

There has been a noticeable increase in the use of X and Instagram, while Facebook's popularity has plateaued.

## References

Sasakawa Sports Foundation / LINE Research / Sony Life Insurance Co., Ltd. / Ministry of Internal Affairs and Communications