

Toward a Safe, Secure, and Prosperous Society



**Consumer Affairs Agency
Government of Japan**

This brochure is an English translation of the original Japanese version.
For information intended for audiences outside Japan, please also refer to the following website.
<https://www.caa.go.jp/en/>

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Mission of the Consumer Affairs Agency

As the organization that steers and leads the nation's consumer administration, the Consumer Affairs Agency works closely with relevant ministries and always approaches diverse issues from the consumer's perspective, striving to realize a society where every consumer as a leading player can live a safe, worry-free and affluent life.

The latter half of 2000s saw a large number of serious consumer issues come about in Japan, epitomizing the era that can aptly be called a historical milestone triggering a rethinking of the roles of the national government. In those days, various problems that posed a threat to the people's safe and secure lives and caused damage to consumers properties came to light one after another as can be seen in significant social problems such as Chinese-made frozen dumpling problems, illegal distribution of contaminated rice, carbon monoxide poisoning accidents caused by gas-fired water heaters and elevator accidents, a flurry of food mislabeling cases and rampant occurrences of scams targeting elderly people.

What is behind the occurrence of such social issues is the fact that since the Meiji period (1868-1912) the national government had been working to achieve a growth in the nation's economy by protecting and fostering businesses in the ministries and agencies, which led to section-by-section approaches toward consumer protection, deeming it as a less important challenge merely derived from missions for industrial promotion.

However, those systems were reviewed and as a result of market-focused measures that have been taken in recent years, including deregulations, there have been a growing demand for a "safe and worry-free market" and "market of good quality." Under such circumstances, the national government has been required to strive to satisfy such a demand and bring about a "paradigm shift" in the government by reviewing the policy measures that have been taken so far and the roles of the administrative organs so that it can realize society where every consumer as a leading player can live a safe, worry-free and affluent life.

Thus, an idea of creating a brand new organization equipped with powerful authority and staffed with sufficient personnel was deliberated with the aim of eliminating the section-by-section approaches in the past and integrating the existing organizations engaged in the consumer administration. Relevant laws for a new organization dedicated to the nation's consumer administration were enacted and promulgated in June 2009, after the nation-wide discussion among government officials including then-Prime Minister Yasuo Fukuda, Diet members, consumers (organization), business operators (organization), intellectuals, and bar associations; the Consumer Affairs Agency was officially established on September 1, 2009.

Always adhering to the philosophy that dates back to its founding, the Consumer Affairs Agency continues to address new challenges arising from digitalization, population aging, and other changes in the consumer environment from the consumer's perspective. As the organization steering and driving the nation's consumer administration within the government, it works hard to fulfill the mission of further meeting the expectations of the people.

About the Consumer Affairs Agency

Overview of the Consumer Affairs Agency

Addressing advanced consumer policy

- Developing a basic plan for consumer policy to promote consumer policy across the entire government in a planned and integrated manner.

Creating systems and environments for consumer activities

- Building basic systems related to consumer affairs, such as rules for rescission and invalidation of consumer contracts and systems that enable collective redress of consumer damage, to protect and enhance consumer interests.

Fostering independent consumers and realizing a consumer civil society

- Promoting consumer education in an integrated and consistent manner in collaboration with the Consumer Education Promotion Council established based on the Act on Promotion of Consumer Education. We are also working to reduce food loss, promote green-oriented consumption behavior, and educate the public about ethical consumption such as sustainable fashion.

Supporting local consumer administration

- Helping consumers with problems by supporting the regions that play the frontline role in consumer affairs.
- We will advance the digital transformation (DX) of consumer consultation services and improve service quality.
- We will support community initiatives that protect older consumers and others requiring special consideration from consumer harm.

Toward safe consumer life

- Collecting accident information from consumers, business operators, and administrative organs and centrally aggregating and making it available for viewing and searching in the Consumer Accident Information Databank.
- Taking necessary measures for preventing the occurrence and expansion of damage affecting the life and/or health of consumers.
- Promoting risk communication and information dissemination related to food safety.

Preventing a recurrence of an accident based on lessons learned

- Identifying the causes of consumer accidents affecting life and/or health by the Consumer Safety Investigation Commission established within the Consumer Affairs Agency to prevent the recurrence of accidents and expansion of consumer damage.

Establishing standards for food hygiene

- Developing standards and specifications based on scientific knowledge under the risk-analysis approach set out in the Food Safety Basic Act.

For informed food choices

- We will work to ensure the proper operation of the food labeling system and advance consideration of rational, easy-to-understand, and contemporary food labeling.

Protecting consumers from scams

- Strictly enforcing the Act on Specified Commercial Transactions, the Act on Preventing Unjust Solicitation of Donations by Corporations, and other relevant laws in response to fraudulent business practices.
- Under the Consumer Safety Act, we will centrally collect and analyze information on property damage and issue alerts and other notices to consumers.
- We will take the necessary measures to ensure fair transactions and protect consumer interests in online sales conducted through digital platforms.

For informed choices on better goods and services

- Strictly enforcing the Act against Unjustifiable Premiums and Misleading Representations against false labeling.
- Establishing legal systems that encourage business operators to implement proper labeling.

Research on consumer trends and international collaboration

- Compiling information such as trends in consumer life and the status of consumer policies and publishing it annually as the White Paper on Consumer Affairs to help deepen consumer understanding of consumer issues and consumer policy.
- Promoting international cooperation to address globalized consumer issues.

Working with consumers and businesses

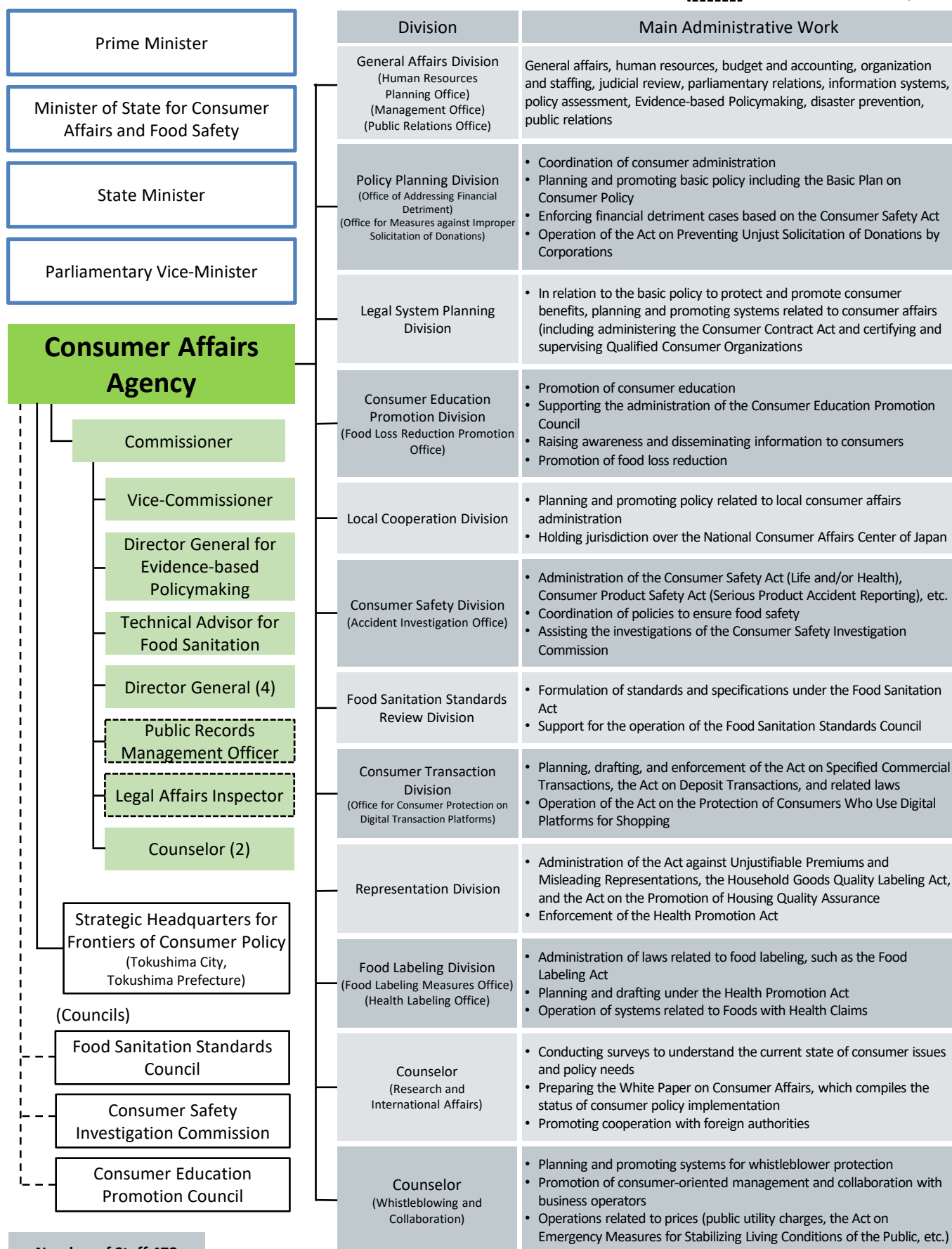
- Promoting consumer-oriented management.
- Striving to spread and promote the whistleblower protection system.
- Conducting discussions with the relevant ministries and agencies from the viewpoint of defending consumer benefits when public utility charges are newly set or revised.
- Monitoring price trends and other developments and take necessary measures as appropriate.

Organization and initiatives of the Strategic Headquarters for Frontiers of Consumer Policy

- Implements model projects using demonstration fields and carries out initiatives such as conducting international consumer policy research and hosting international symposiums as part of our role as a hub for international activities.

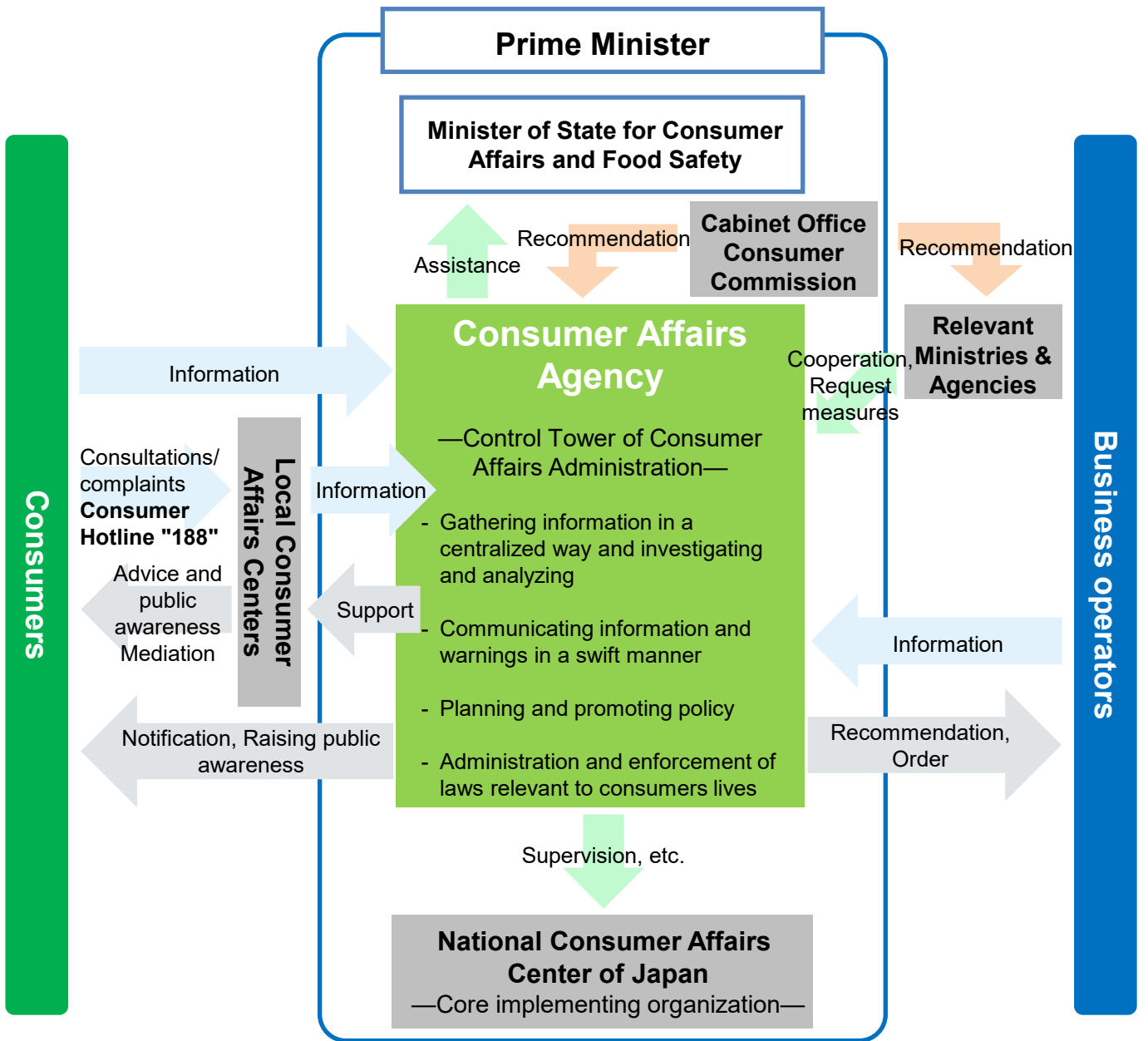
Organization of the Consumer Affairs Agency

* indicates a concurrent post



Number of Staff 478
(As of the end of FY2025)

Basic framework of consumer administration



Organizations related to consumer administration

Cabinet Office–Consumer Commission

The Consumer Commission of the Cabinet Office was established on September 1, 2009 together with the Consumer Affairs Agency. As an independent, third-party organization, it investigates and deliberates different sorts of consumer-related problems and offers recommendations and opinions to the Prime Minister and the heads of relevant government ministries based on the investigation results as well as in response to their request for advice.

National Consumer Affairs Center of Japan

The National Consumer Affairs Center of Japan is an incorporated administrative agency under the jurisdiction of the Consumer Affairs Agency. It serves as a core institution on consumer affairs in cooperation with related organizations such as the national government and Consumer Affairs Centers located across Japan. Its main activities include the following:

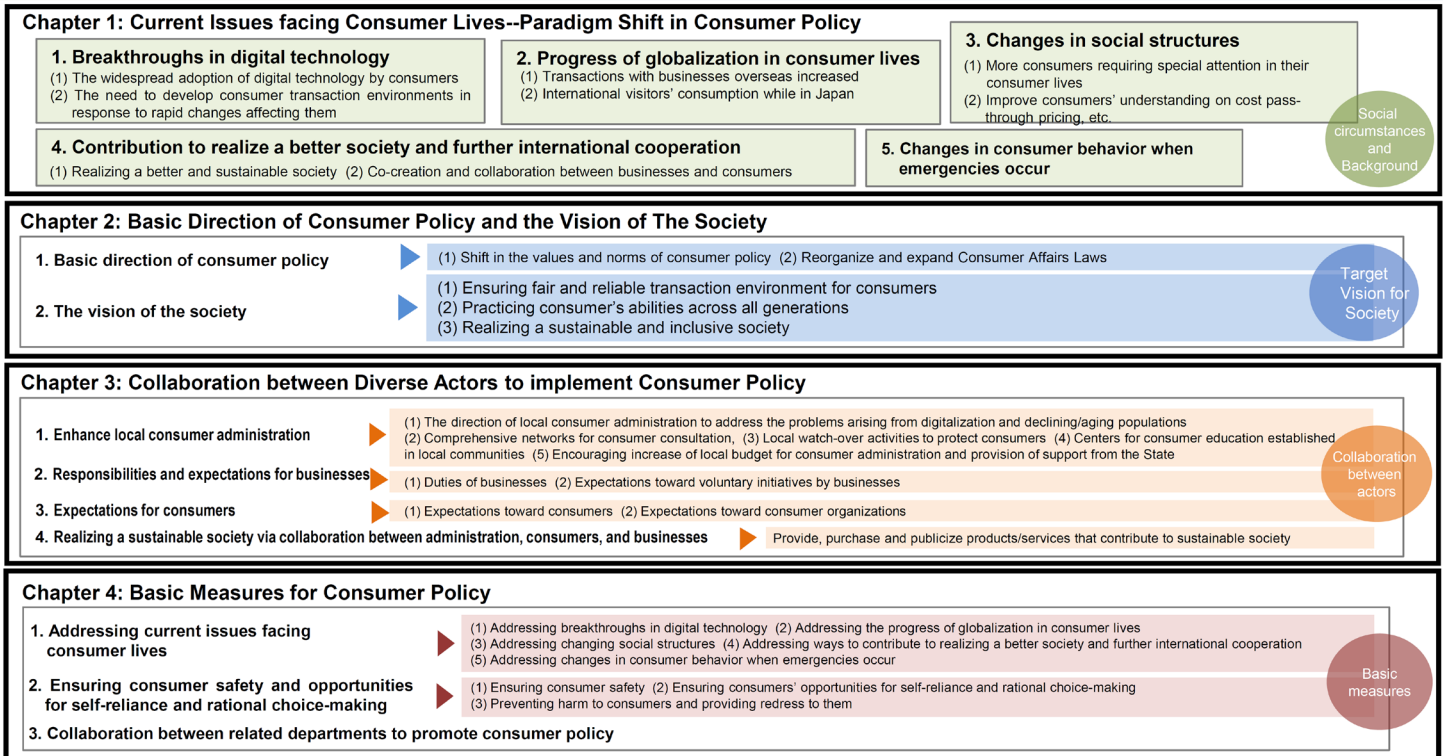
- Advising related organizations such as Consumer Affairs Centers on how to handle difficult cases while providing consultation services to consumers who are unable to reach their nearest Consumer Affairs Centers.
- Collecting information on consultation cases at Consumer Affairs Centers and other organizations across the nation through the Practical Living Information Online Network System (PIO-NET).
- Analyzing the collected information on consumer consultation and conducting product tests to prevent the occurrence and expansion of consumer damage as well as utilizing the analysis and test results for educating and issuing alerts to consumers and making requests and providing information to related organization including administrative organs and business organizations.
- Providing upskill trainings to consumer affairs consultants and administrative officials handling consumer affairs in local governments, and organizing both the national qualification examination for consumer affairs consultants and the certification examination for certified consumer affairs specialists.
- Implementing Alternative Dispute Resolution (ADR) procedures for any consumer dispute of which solution is significant nationwide.
- Providing support such as supplying information to Qualified Consumer Organizations and implementing guarantee measures that enable Specified Qualified Consumer Organizations to petition the court for provisional attachment orders.

Addressing advanced consumer policy

Basic Plan for Consumer Policy

The Basic Plan for Consumer Policy is established to protect and promote consumers' interests by systematically promoting consumer policies. This plan sets out a broad outline for consumer policies to be pursued on a long term, as well as the necessary matters to promote consumer policy in a planned manner.

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



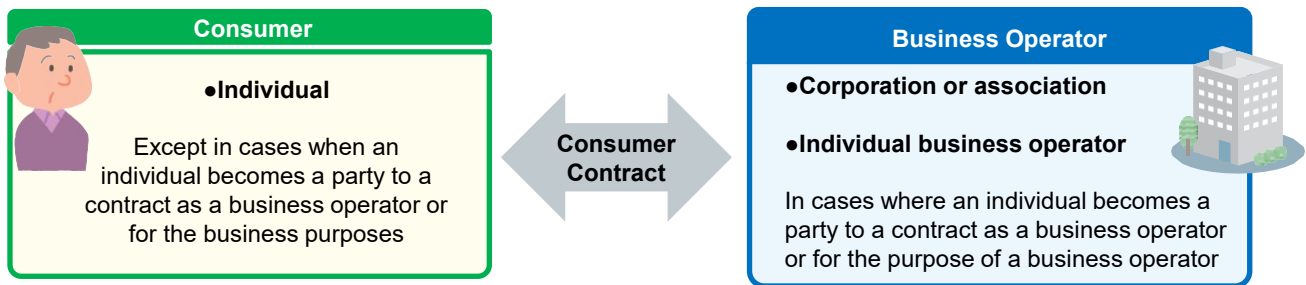
Creating systems and environments for consumer activities

Consumer Contract Act

When a consumer and a business operator enter into a contract for any goods or services, there is a disparity in the quality and quantity of information and negotiating power between them. Taking such conditions into account and to protect the interests of consumers, the Consumer Contract Act came into effect in 2001.

Pursuant to this Act, consumers can rescind any contracts concluded because of unjust solicitations. If a contract contains any unjust contract clauses, the applicable clauses will be void.

1. Definitions of "Consumer" and "Business Operator" in the Consumer Contract Act



The Act targets all kinds of contracts concluded between a consumer and a business operator (= Consumer Contracts).

2. Examples of rules in the Consumer Contract Act

Rescission of contracts concluded because of unjust solicitation



The business operator made a misrepresentation regarding an important matter to the consumer.

Nullity of contract clauses that impair the interests of consumers



Clauses that totally exempt the business operator from liability for damages are void.

Efforts of business operators and consumers



Business operators shall endeavor to provide the necessary information about the contract properly, and consumers shall endeavor to actively use the information.

Consumer Contract Act

▶ https://www.caa.go.jp/policies/policy/consumer_system/consumer_contract_act



3. Study Group on the Consumer Contract Act in Light of the Nature of Consumer Transactions in Contemporary Society

In today's society, rapid changes such as the progression of the super-aging population and the advancement of digitalization are creating conditions that weaken consumers' position and increase their vulnerability to harm. In response to these developments, a Study Group on the Consumer Contract Act in Light of the Nature of Consumer Transactions in Contemporary Society has been convened since November 2025 to examine specific rules and measures under the Act.

Study Group on the Consumer Contract Act in Light of the Nature of Consumer Transactions in Contemporary Society

▶ https://www.caa.go.jp/policies/policy/consumer_system/meeting_materials/review_meeting_006/



Consumer Organization Collective Litigation System (Injunction demand)



Mascot for Injunction Claims TeLiS



Any Qualified Consumer Organizations certified by the Prime Minister may seek an injunction against unjust solicitation practices and other unlawful acts by business operators.

There are cases in which business operators revise the relevant contract clauses in response to injunction requests filed by Qualified Consumer Organizations against their unjust solicitations or contract terms. The business operator receiving an injunction demand is recommended to check its own business activities and take prompt action when misconducts are identified.



Consumer Organization Collective Litigation System (Redress for damage)

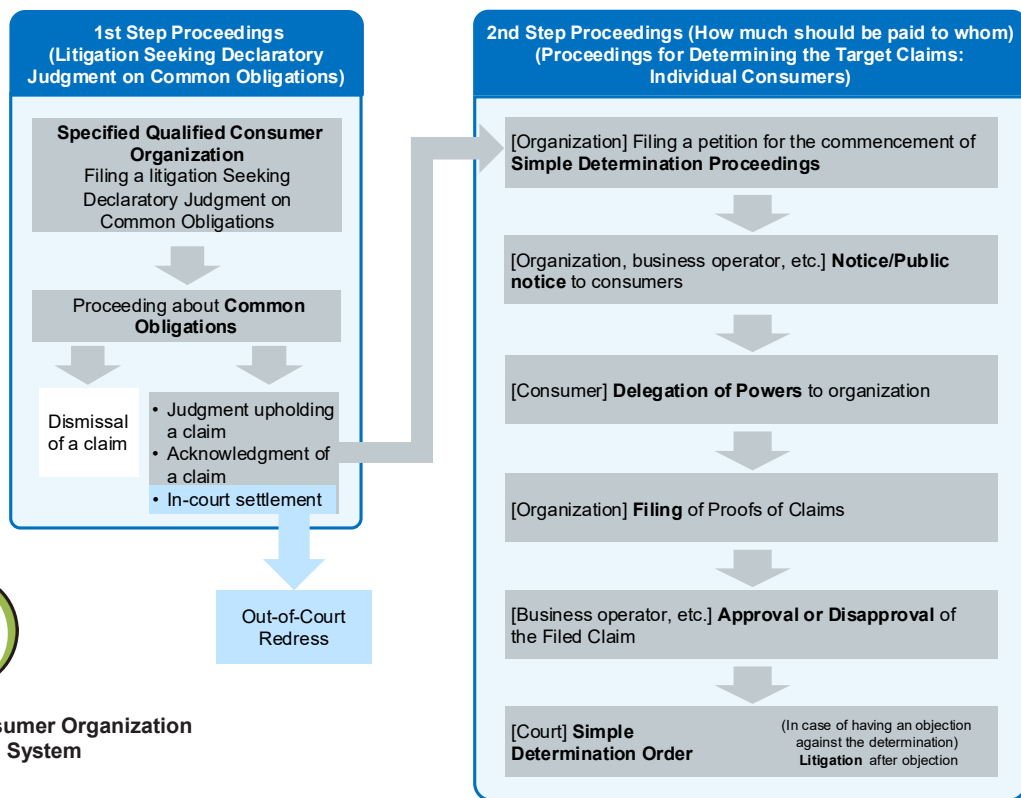
Qualified Consumer Organizations certified by the Prime Minister may seek collective recovery of consumer damages on behalf of consumers through a two-stage litigation system.

In addition to pursuing redress through litigation, there are also cases in which businesses voluntarily take corrective action in response to requests made outside of court. These developments demonstrate that the system is functioning effectively to help remedy consumer harm.



Mascot for Damage Recovery ToLiS

Process flowchart of Consumer Organization Collective Litigation (Redress for damage)



Mascot for the Consumer Organization Collective Litigation System COCoLiS

COCOliS

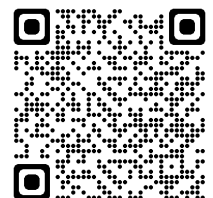
is a nickname for the Consumer Organization Collective Litigation System.

Details on the Consumer Organization Collective Litigation System

What is important for making effective use of the system is that consumers proactively provide Qualified Consumer Organizations with information on the damage they have incurred. Information on each organization and their activities is published on the websites of the respective organizations and the Consumer Affairs Agency.

COCOliS (Consumer Collective Litigation System) portal site

▶ <https://cocolis.caa.go.jp/>



Fostering independent consumers and realizing a consumer civil society

Promotion of consumer education

The intention behind consumer education is to lead consumers to be able to live a safe and affluent life on their own by acquiring knowledge and skills associated with their consumption activities and link them to appropriate behavior. Another role of consumer education is to foster people so as to make them capable of spontaneously joining in the formation of a consumer civil society and contributing to its growth.

In December 2012, the Act on Promotion of Consumer Education came into effect for the purpose of promoting consumer education in a comprehensive and integrated fashion.

In accordance with this Act, the "Basic Policy on the Promotion of Consumer Education" was decided by the Cabinet in June 2013. It states that the national government and local governments should provide opportunities so that anyone, regardless of where he/she lives, can access consumer education in various settings, including school, home, community, and workplace, throughout a lifetime from young age to elderly. The basic policy was revised in March 2018 and March 2023 based on the implementation status of measures for promoting consumer education and in response to changes in the environment surrounding consumers.

Under the Consumer Education Promotion Act, the Consumer Education Promotion Council (7th term: from October 2025) discusses issues arising from changes in social and economic conditions. To support those engaged in consumer education, we disseminate information through the Consumer Education Portal Site, including teaching materials that can be used in consumer education and information on organizations that offer outreach lectures.

[Consumer Education] Consumer Education Portal Site

▶ <https://www.kportal.caa.go.jp/>

Promotion and awareness-raising of ethical consumption

The Consumer Affairs Agency strives to spread and create awareness of ethical consumption among consumers as part of its initiative to create a consumer civil society. Ethical consumption refers to consumer activities friendly to people, society, and the environment, including regional revitalization and employment. This all comes down to each person engaging in consumer activities come up with a solution to social challenges or support business operators addressing such challenges. Moreover, ethical consumption also serves as a specific model case of consumer behavior in the sense that consumers contribute to the creation of sustainable society as specified in Goal 12 of SDGs: "Responsible consumption and production."

As part of our efforts to promote and raise awareness of ethical consumption, including the advancement of sustainable fashion, the Consumer Affairs Agency supports initiatives by local governments and other organizations by collecting and showcasing leading practices, preparing awareness-raising pamphlets, enhancing our dedicated special website, disseminating information through social media, and fostering momentum through collaboration with diverse stakeholders.

[Ethical Consumption] Ethical Consumption Special Website

▶ <https://www.ethical.caa.go.jp/>

Promotion of green-oriented consumer behavior

To further deepen our efforts to promote and raise awareness of ethical consumption, the Consumer Affairs Agency is advancing initiatives that encourage green-oriented consumer behavior, in which consumers understand and consciously choose products and services that are environmentally friendly. Focusing on the field of global environmental issues, we are working to support consumers in making environmentally conscious choices.

In FY 2024, we convened the Working Team on Green-Oriented Consumer Behavior, composed of experts, to analyze key issues and discuss and organize future directions for related initiatives. Building on this work, during Consumer Month in May 2025, we adopted green-oriented consumption as the unified theme and held a symposium on related topics. We also developed and published (1) awareness-raising materials designed to convey the urgency of environmental issues and (2) a behavioral checklist for green-oriented consumption. Through these efforts, we aim to provide information that helps consumers view environmental issues as personally relevant and encourages them to take action in their daily lives.

Working Team on Green-Oriented Consumer Behavior

▶ https://www.caa.go.jp/policies/policy/consumer_education/meeting_materials/review_meeting_009/

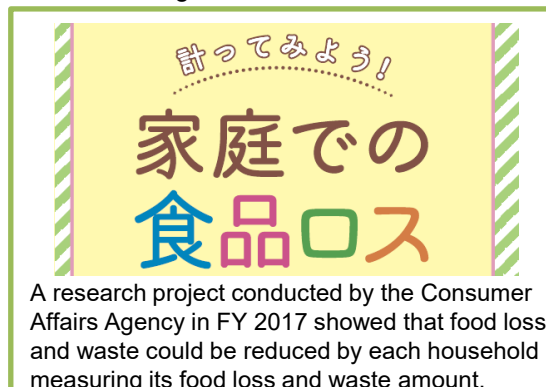
Efforts to reduce food loss and waste

As part of our efforts to promote ethical consumption, we are also working to reduce food loss and waste. Food loss and waste refers to the food that is good to eat but discarded. The amount of annual food loss and waste in Japan is 4.64 million tons (FY 2023 estimates), about half of which arises from general households.

The estimated amount of food loss and waste per capita in Japan reaches approx. 37 kg per year, meaning that food equivalent to one rice ball (approx. 102 g) is wasted every day.

The main causes for food loss and waste generated from households are as follows:

1. Leftover food
2. Food that spoiled
3. Food past its best-before or use-by date



As part of the promotional activities for food loss and waste reduction aiming to eliminate any food going to be discarded, the Consumer Affairs Agency conducts education campaigns for consumers to help them understand the importance of buying and cooking as much food as is needed for the meals of the day, adding a twist to the daily menu such as leftover recipes, and eating up all served at restaurants while introducing various cases of the initiatives for food loss and waste reduction led by local authorities, private businesses, and students.

To promote food loss and waste reduction tailored to regional characteristics, such as local lifestyles, customs, and industries, the Consumer Affairs Agency is promoting the Food Loss and Waste Reduction Promotion Supporter program, which trains individuals who can play an active role in their communities. To further promote this program, the Agency has prepared the Guidebook for Reduction of Food Loss and Waste, a comprehensive resource covering topics such as the food loss problem, tips for reducing food loss and waste, and examples of effective initiatives,

so that supporters can share a common understanding and have clear guidance for their activities.

In addition, to promote taking home leftover food when dining out and to enhance the reliability of food donations, we have established and published separate guidelines for each area. Furthermore, with the aim of expanding food donations, we are examining the introduction of a food bank certification system, scheduled to begin in FY 2026.

We also revised the Basic Policy on Promotion of Food Loss and Waste Reduction, formulated under the Act on Promotion of Food Loss and Waste Reduction, by adding concrete measures to further advance reduction efforts, with Cabinet approval granted in March 2025. These measures include setting targets to reduce food loss and waste from business by 60 percent and to halve food loss and waste from households as early as possible by FY 2030, compared to FY 2000 levels. In addition, from the perspective of contributing internationally to food loss and waste reduction, the revised policy includes efforts to promote international deployment by sharing pioneering initiatives through collaboration with international organizations, enabling Japan to play a leading role in the global community.

Based on this Basic Policy, the Consumer Affairs Agency is implementing food loss and waste reduction initiatives in cooperation with relevant ministries and agencies, local governments, and related organizations.

[Food loss and waste reduction] National Campaign "NO-FOODLOSS PROJECT"

▶ https://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/

Guidebook for Reduction of Food Loss and Waste

▶ https://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/pamphlet#guidebook

Act on Promotion of Food Loss and Waste Reduction, etc.

(Basic Policy on Promotion of Food Loss and Waste Reduction; Guidelines)

▶ https://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/promote

Supporting local consumer administration

Supporting the frontline of consumer affairs administration

Consumer affairs centers located in municipalities and prefectures across the nation are the points of contact for consumers seeking consultation services.

The number of consultation cases brought to consumer affair centers across the nation was approximately 900,000 per year. They operate as the frontline of consumer affairs administration by offering services such as providing information/advice to consumers and working as a liaison between consumers and business operators handling problems requiring conflict resolution. The Consumer Affairs Agency supports local governments with its financial assistance such as a grant to strengthen local consumer administration in order to improve consumer affairs centers in their municipalities and prefectures, address the existing consumer problems in their local communities, and handle new consumer problems in an appropriate manner. Through these measures, consumers have access to high quality consultation wherever they live.

As online transactions continue to expand and damage from increasingly sophisticated fraudulent practices grows, consultations received by consumer affairs centers and similar organizations are becoming more complex and diverse. In light of this situation, the Consumer Affairs Agency is promoting the digitalization of consumer consultation services to enhance convenience for consumers, improve service quality, maintain regional consultation functions, reduce the burden on counselors, and create an environment in which they can fully demonstrate their expertise.

First step to cope with problems: Consumer Hotline - 188

Even when consumers face problems with transactions, many do not know where to seek advice. To ensure that consumers are not left without support, the Consumer Affairs Agency has established the three-digit telephone number Consumer Hotline 188 ("iya-ya"), which connects callers to nearby consumer affairs centers and other consultation services operated by local governments.

We are also working to raise awareness of "188" so that more people know about the service and make use of it.



Preventing harm to vulnerable consumers such as elderly consumers

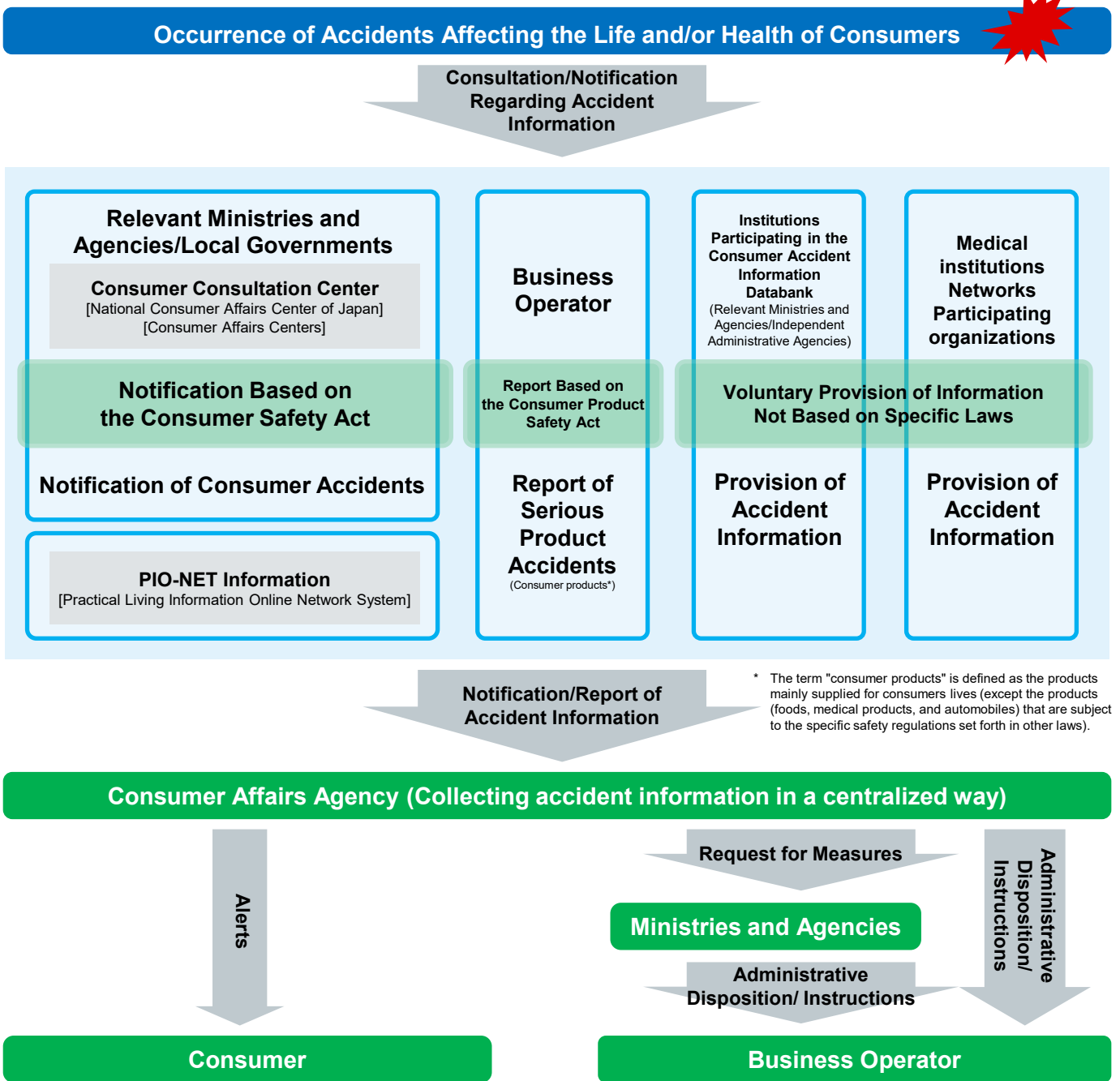
To effectively prevent harm to consumers who are more prone to consumer troubles, it is important to provide "watchful support" in their local communities that is tailored to each person's circumstances.

As for the elderly suffering dementia and people with disabilities, those who are around them must notice the signs of consumer problems to prevent the occurrence of such problems and stop the expansion of damage. Not only their families but also various community members need to cooperate with each other to strengthen "watch over" in their communities.

The Consumer Safety Act provides for the establishment of Regional Councils for Securing Consumer Safety (Watch Over Network). It is expected that initial indications of consumer harm identified in the community ("trigger information") will help lead to consultations with consumer affairs centers. In addition to providing support through the Local Consumer Administration Strengthening Grant and other programs, the Consumer Affairs Agency works to prevent consumer harm by promoting the establishment and activities of Regional Councils for Ensuring Consumer Safety. This includes collecting and sharing good practices in community watch activities and organizing training courses to develop personnel who can play key roles in these efforts.

Toward safe consumer life

From collection of accident information to issuance of alerts



Collecting, analyzing, and releasing accident information

The Consumer Affairs Agency collects accident information in a centralized way upon receipt of notifications of consumer accidents from relevant administrative organs and other entities concerned to regularly releases accident information to the public in accordance with the Consumer Safety Act that was enacted when the Consumer Affairs Agency was established. The Consumer Affairs Agency also analyzes the collected accident information, and the analysis results are released to the public, provided to local governments, and reported to the Diet and the Consumer Commission.

On top of that, the Consumer Affairs Agency centralizes the collected accident information upon receipt of reports about serious product accidents from business operators to regularly release to the public in accordance with the Consumer Product Safety Act.

Measures against consumer damage affecting life and/or health pursuant to the Consumer Safety Act

To prevent the occurrence and expansion of consumer damage, it is required to promptly release the information necessary for consumers and issue alerts. Among the cases of consumer accidents on which the Consumer Affairs Agency collects information, if there are some cases whose damage is expected to become serious and spread, the Consumer Affairs Agency provides alerts to consumers to prevent the occurrence/recurrence of such accidents. Further, it is important that the entire administration including the relevant ministries and agencies copes with damage to prevent the occurrence or expansion of consumer accidents.

The Consumer Affairs Agency strives to prevent the occurrence or expansion of damage in cooperation with the relevant ministries and agencies as well as the related organizations of local governments by exchanging information and having discussions with them. Furthermore, the Consumer Affairs Agency has in place a system to request the relevant ministries and agencies to take action pursuant to the laws in their jurisdictions (Request for Measures).

In the event of any cases that cannot be addressed by any other laws (so-called niche area cases), the Consumer Affairs Agency can directly take action against the applicable business operator.

Consumer Accident Information Databank System

The Consumer Accident Information Databank System has been operated since April 2010, in cooperation with the National Consumer Affairs Center of Japan, as a system for centrally collecting and utilizing information on consumer accidents. This includes notifications submitted under the Consumer Safety Act, reports made under the Consumer Product Safety Act, and information provided by relevant ministries and agencies.

As of the end of December 2025, approximately 420,000 accident reports had been accumulated in the system, which can be searched and viewed.

Consumer Accident Information Databank System

▶ <https://www.jikojoho.caa.go.jp/>

Medical Institution Network

The Medical Institution Network Project has been implemented since December 2010 as a joint initiative of the Consumer Affairs Agency and the National Consumer Affairs Center of Japan. Its purpose is to steadily promote efforts to collect accident information from patients who visit medical institutions after suffering harm to their life and/or health in consumer accidents, and to utilize such information to prevent the recurrence of similar or related accidents. As of the end of December 2025, 32 medical institutions are participating in this project. The Consumer Affairs Agency utilizes the information received from the medical institutions in the network mainly when alerting consumers.

Japanese Product Safety Pledge

The Japanese Product Safety Pledge is Japan's version of the Product Safety Pledge, developed through collaboration between the Consumer Affairs Agency and the relevant ministries and agencies responsible for consumer products, and major online marketplace (OM) operators. It is based on the Communiqué on the Product Safety Pledges published by the OECD (Organisation for Economic Co-operation and Development) in 2021.

The Japanese Product Safety Pledge is a public-private collaborative voluntary initiative that goes beyond the existing legal framework for product safety. Its purpose is to provide stronger protection for consumers from risks to life and/or health—such as product fires—posed by recalled or unsafe products listed and sold on OMs. The pledge covers both B2C business models, such as large-scale online shopping malls, and C2C business models, such as online flea markets and internet auctions.

As of the end of December 2025, eight companies had signed the Japanese Product Safety Pledge.

Japanese Product Safety Pledge

▶ https://www.caa.go.jp/policies/policy/consumer_safety/product_safety_pledge

Collection and provision of recalled products information

Since April 2012, the Consumer Affairs Agency has operated the Consumer Affairs Agency Recall Information Site, which centrally compiles and provides easy-to-understand information for consumers. This includes recall information collected and published by relevant ministries and agencies under applicable laws and regulations, as well as voluntary recalls and alerts reported to the Agency by business operators.

To ensure that new recall information reaches consumers quickly, the site also offers an email distribution service (email newsletter) that delivers the latest recall notices. The service can be tailored to provide recall information limited to products for elderly people or products for children, including cases involving missing allergen labeling on food products.

Because some products may have specific precautions or additional considerations, users are encouraged to check the websites of relevant administrative bodies via the "Reference Information" section and to contact business operators directly for further details.

In addition, since June 2021, the Agency has operated the Food Labeling Recall Information and Violation Information Site, which provides access to information on food products subject to voluntary recalls reported by business operators under the Food Labeling Act.



リコール情報メールサービス
登録はこちら



Consumer Affairs Agency Recall Information Site

▶ <https://www.recall.caa.go.jp/>

Registration for E-mail Service

▶ <https://www.recall.caa.go.jp/service/register.php>

Food Labeling Recall and Violation Information Site

▶ https://www.caa.go.jp/policies/policy/food_labeling/food_labeling_recall

Playing the leading role in food safety and deepening consumers' understanding of it

The Consumer Affairs Agency, as the control tower for food safety, works to strengthen coordination mechanisms with relevant ministries and agencies, and to respond to urgent situations. Together with these ministries and agencies, it also engages in risk communication—sharing information and exchanging views among consumers, business operators, and other stakeholders—on themes such as radioactive substances in food and food poisoning prevention. In addition, the Agency is involved in international cooperation and harmonization, including the development of international rules.

The Agency also provides information on food safety through its website, including publications such as Health Foods Q&A and Food and Radiation Q&A, and disseminates seasonal food poisoning prevention tips and other information via X (formerly Twitter) and Facebook.

To ensure consumer safety and peace of mind, the Agency, in cooperation with the National Consumer Affairs Center of Japan, lends radioactive substance testing equipment to local governments so that they can directly measure radioactive substances in foods—such as home-grown produce—submitted by consumers for testing.

Preventing a recurrence of an accident based on lessons learned

Consumer Safety Investigation Commission

- The Consumer Safety Investigation Commission (hereinafter "the Commission") was established in October 2012 as a council of experts with the aim of drawing lessons from accidents and obtaining insights for preventing accidents and avoiding their recurrence. Rather than focusing on who is at fault, the Commission investigates from the consumer's perspective: why the accident occurred and how similar accidents can be prevented. It then provides its recommendations on recurrence-prevention measures to the relevant administrative bodies.
- In addition, the Commission does not consider its work finished once recommendations are issued. Taking into account the circumstances surrounding each accident, it conducts hearings with the relevant administrative bodies at appropriate times to understand the status of their follow-up efforts.

Examples of cases handled to date

(Accident involving a wooden three-dimensional maze [a large, multi-level outdoor wooden play structure installed at an amusement park])

[Overview of the investigation]

- A section of the floor of a wooden three-dimensional maze installed at an amusement park collapsed, causing a user to fall and sustain injuries.
- Due to decay, the strength of the beams supporting the floor had deteriorated, but the amusement park operator failed to recognize this and continued to allow consumers to use the facility.
- The risks inherent in wooden structures not subject to legal regulation, such as the facility in question, and the necessary countermeasures were not sufficiently recognized, organized, or communicated.

[Commission's recommendations]

- Recommendations to the Minister of Economy, Trade and Industry (Formulation of safety standards, etc.)
 1. Formulation of safety standards
 2. Ensuring compliance with safety standards (including consideration of the need for regulation by law)
- Recommendations to the Minister of Economy, Trade and Industry and the Minister of Land, Infrastructure, Transport and Tourism (Emergency measures)
Request for investigations and other actions by experts



Examples of cases handled to date

(Accidents involving children falling from residential windows and balconies)

[Overview of the investigation]

- Despite ongoing awareness-raising efforts by administrative bodies and others regarding the risks and necessary countermeasures, fatal accidents continue to occur.
- The Commission examined 134 fatal fall accidents (covering 32 years) involving children under six years old falling from residential windows and balconies.
- Both in terms of micro- and macro-level measures, residential environments have not been sufficiently prepared to prevent children from falling from windows and balconies.

[Commission's recommendations]

- Recommendations to the Minister of Land, Infrastructure, Transport and Tourism Support for the construction and renovation of housing with measures to mitigate fall risks
- Recommendations to the Minister of Economy, Trade and Industry Encouraging product development to prevent children from falling from windows and balconies
- Recommendations to the Director-General of the Children and Families Agency Awareness-raising for parents and guardians regarding the mechanisms of falls and methods for preventing fall accidents

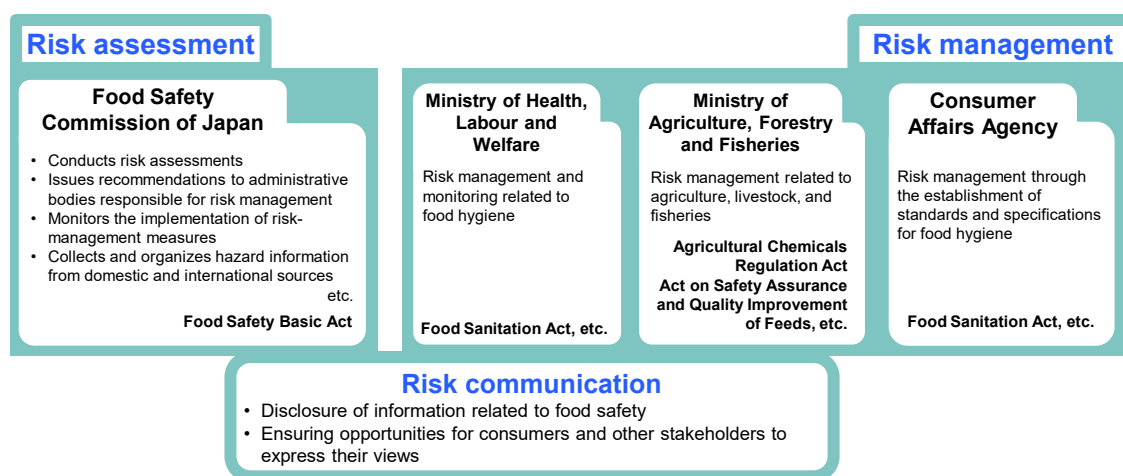


Establishing standards for food hygiene

We develop standards and specifications for food hygiene

Framework for ensuring food safety

Ensuring food safety is carried out based on the concept of risk analysis. This approach aims to prevent or reduce risks to human health that may arise from substances contained in food. The concrete processes for reducing risk consist of risk assessment, risk management, and risk communication. In Japan, the Food Safety Commission of Japan, established within the Cabinet Office, conducts food health impact assessments (risk assessment) based on scientific knowledge. Based on those results, the Consumer Affairs Agency undertakes the formulation of standards and specifications related to food hygiene (risk management).



Food additives

Food additives are used in the process of manufacturing foods or for the purpose of processing or preserving foods. They include preservatives, sweeteners, coloring agents and flavoring agents. While food additives largely contribute to today's distribution of a variety of foods, much caution is needed to ensure the safety of additives, which do not have a long history of human consumption unlike foods.

For this reason, the Consumer Affairs Agency consults the Food Safety Commission of Japan and authorizes the use of them only when they are unlikely to harm human health. In addition, standards and specifications are established as necessary to ensure safety. Even for food additives that have been designated, the Consumer Affairs Agency continuously takes adequate measures to review the safety of authorized food additives, for example, by surveying daily intake levels per person.

Contaminants and microorganisms in food

To understand the actual conditions of contamination in food, such as heavy metals and mycotoxins, the Agency conducts ongoing surveys. For substances requiring regulation, standards are established or revised as necessary.

For heavy metals and mycotoxins, regulatory measures have been implemented, such as setting standards for cadmium and deoxynivalenol, based on contamination levels observed in foods distributed domestically and the need for appropriate management.

Regarding radioactive substances, in April 2012, upper limits for radioactive cesium were established for each food category as standards under the Food Sanitation Act. These limits are set so that, even if the food is consumed continuously, the lifetime exposure to radioactive substances remains sufficiently low and within a safe range (no more than 1 millisievert per year).

In addition, for animal-derived foods such as milk and dairy products, meat, and fishery products, standards related to microorganisms are formulated in accordance with their specific characteristics.

Residues of pesticides, animal feed additives, and veterinary drugs in foods

A positive list system has been implemented to prohibit the distribution of any foods that contain the residues of pesticides, feed additives and veterinary drugs (collectively “agricultural chemicals, etc.”) at concentrations exceeding maximum residue limits (MRLs) in the domestic marketplace.

MRLs for agricultural chemicals, etc. are set based on the levels expected to remain in food when these substances are used in accordance with prescribed application methods. When establishing MRLs, the Consumer Affairs Agency consults the Food Safety Commission of Japan and confirms that long-term consumption of foods containing such residues is unlikely to harm human health.

So-called “health foods”

From the standpoint of preventing health damage before it occurs, the Prime Minister and the Minister of Health, Labour and Welfare designate certain ingredients that require special caution (“designated ingredients”). For foods containing these designated ingredients, a reporting system has been established requiring businesses to notify the authorities of any health damage information.

In addition, businesses that manufacture or process foods containing designated ingredients are required to implement manufacturing and quality control based on Good Manufacturing Practice (GMP).

To ensure that safer products are supplied to consumers, the Agency also works to secure the safety of other so-called “health foods” that do not contain designated ingredients. For tablet- and capsule-type foods, for example, the Agency has developed voluntary check guidelines on the safety of raw materials and guidelines on Good Manufacturing Practice (GMP), which are provided to businesses to support proper safety management.

Foods produced using biotechnology

Genetic modification technology refers to techniques that incorporate DNA extracted from another organism into the DNA within a cell. Foods produced using genetic modification may be distributed only after the Food Safety Commission of Japan has conducted an evaluation and the Consumer Affairs Agency has published the results confirming that there are no safety concerns.

Genome editing technology uses enzymes that recognize specific nucleotide sequences in a cell and induce cuts at targeted sites within those sequences. After the cut is made, the organism’s natural DNA repair mechanisms act, resulting in changes to the DNA sequence such as:

1. Deletions, insertions, or substitutions of nucleotides that could also occur in nature
2. Targeted mutations involving one or several nucleotides
3. Insertions or substitutions of longer sequences, such as genes

Foods produced using this technology are referred to as genome-edited foods. Genome-edited foods undergo a notification process with the Consumer Affairs Agency, followed by procedures for publishing safety-related information. However, if genes are inserted or similar modifications are made, the product is subject to the same procedures as genetically modified foods.

Utensils, containers and packaging for food

Standards and specifications have been established for utensils, containers, packaging, and similar items used with food. Safety is ensured by prohibiting the use of raw materials that do not meet these standards and by prohibiting manufacturing methods that fall short of the required criteria.

[Utensils and Containers/Packaging]

The standards and specifications for utensils and containers/packaging consist of (1) general standards applicable to all items, (2) material-specific standards applicable to each type of material, (3) use-specific standards applicable to uses requiring particular safety considerations, and (4) manufacturing standards. For synthetic resins used as raw materials in utensils and containers/packaging, a positive list system was introduced in June 2020, allowing only substances whose safety has been evaluated to be used.

[Toys and Detergents]

Standards and specifications have also been established for toys and detergents to prevent sanitary hazards and protect public health. For toys, those designated by the Prime Minister and the Minister of Health, Labour and Welfare as posing potential health risks to infants and young children through contact are subject to regulation. For detergents, those primarily used for washing vegetables or fruits fall within the scope of regulation.

For informed food choices

Food Labeling Act

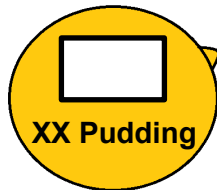
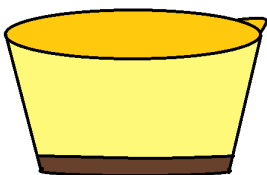
Food Labeling plays an important role in ensuring consumer safety and creating an opportunity for consumers to make autonomous and reasonable choices, which are regarded as consumer rights in the Basic Consumer Act.

To achieve these objectives, the Food Labeling Act sets out specific labeling rules for each category: processed foods, fresh foods, and food additives.

Items required on the labels of processed food containers and packaging

Processed foods in containers or packaging are required to display the following items.

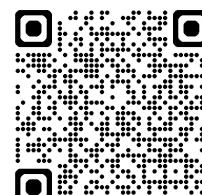
General name of the product	Product Name	Western-style confectionery												
All ingredients listed in descending order by weight Country of origin of the ingredient used in the largest amount (the main ingredient by weight) Allergen labeling is mandatory for 8 items (e.g., eggs, milk [indicated in bold]), and recommended for 20 items (e.g., soybeans, gelatin [<u>indicated with underlining</u>])	Ingredients	Eggs (Japan), sugar, fresh cream (contains milk), vegetable oils and fats (contains soybeans), dairy products , caramel sauce, <u>gelatin</u>												
	Additives	Flavoring, emulsifier, pH adjuster, thickening polysaccharides												
	Volume	80 g												
Use-by date or best-before date • Use-by date: The date after which the product should not be consumed • Best-before date: The date until which the product can be enjoyed at its best quality	Use-by date	December 31, 20XX												
	Storage Conditions	Keep refrigerated (at 10°C or below)												
Storage Conditions (Examples of prescribed storage methods include "Keep refrigerated," "Keep frozen," and "Store at room temperature." Please be sure to follow the indicated storage method.)	Distributor	ABC Corporation 1-2, XX town, YY City, Tokyo												
	Manufacturing site	XYZ Corporation, Saitama Plant YY Town, XX City, Saitama Prefecture												
It is mandatory to display the calories (energy), protein, fat, carbohydrates, and salt-equivalent content.	<table border="1"> <thead> <tr> <th colspan="2">Nutrition Facts (per 1 piece [80 g])</th> </tr> </thead> <tbody> <tr> <td>Calories</td> <td>71 kcal</td> </tr> <tr> <td>Protein</td> <td>3 g</td> </tr> <tr> <td>Fat</td> <td>3 g</td> </tr> <tr> <td>Carbohydrates</td> <td>8 g</td> </tr> <tr> <td>Salt equivalent</td> <td>0.1 g</td> </tr> </tbody> </table>		Nutrition Facts (per 1 piece [80 g])		Calories	71 kcal	Protein	3 g	Fat	3 g	Carbohydrates	8 g	Salt equivalent	0.1 g
Nutrition Facts (per 1 piece [80 g])														
Calories	71 kcal													
Protein	3 g													
Fat	3 g													
Carbohydrates	8 g													
Salt equivalent	0.1 g													



▶ [Information on the Country-of-Origin Labeling System for Ingredients](#)



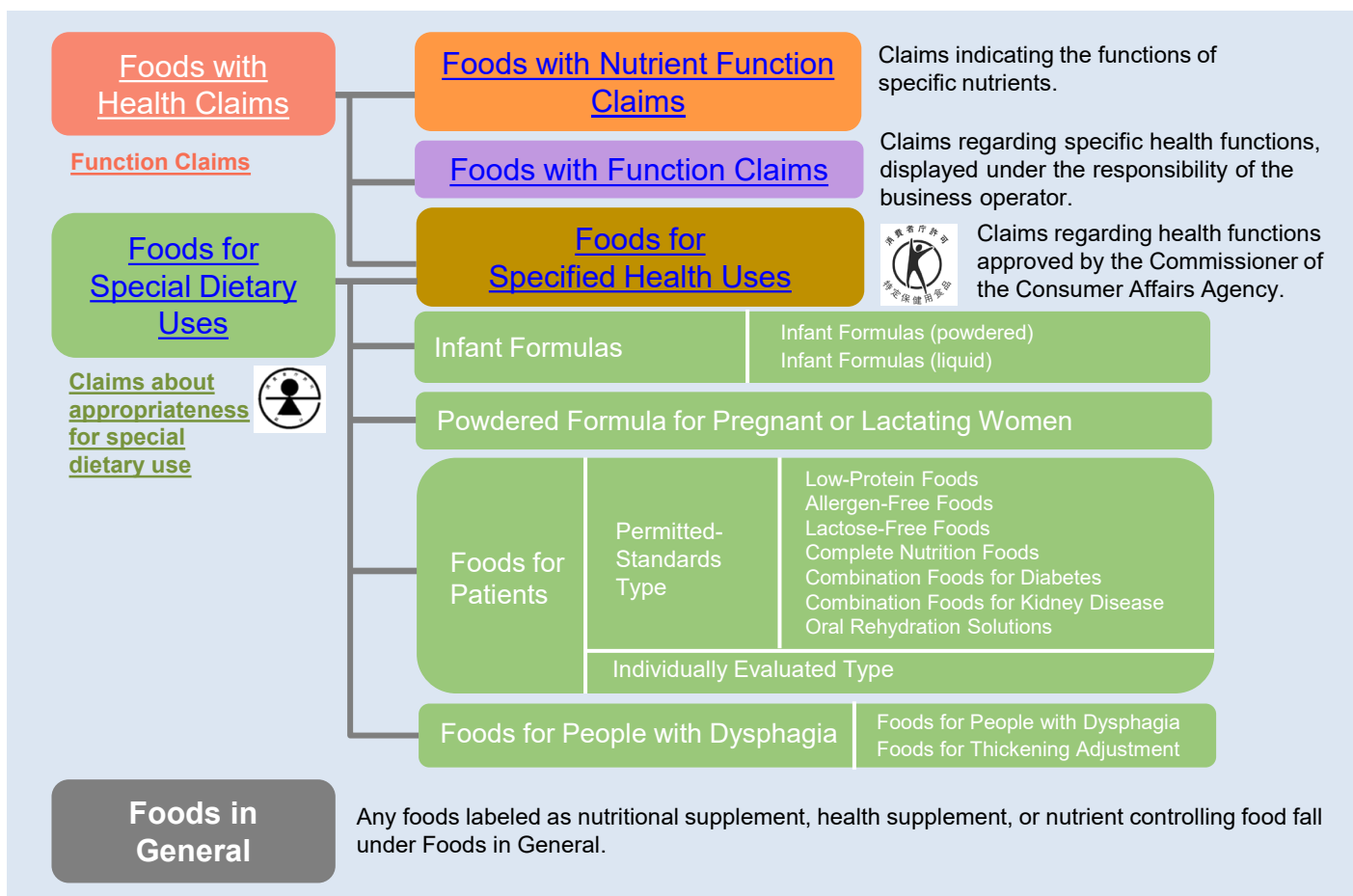
▶ [Labeling of Nutrition Facts](#)



Labeling system for Foods with Health Functions

Foods with Health Claims

There are three types of Foods with Health Claims: Foods with Nutrient Function Claims (FNFC), Foods for Specified Health Uses (FOSHU), and Foods with Function Claims. These are foods whose functions are labeled in accordance with government-established standards relating to safety and effectiveness. Unlike pharmaceuticals, they are not intended to be consumed for the treatment or prevention of disease.



Types of Foods with Health Claims

Foods with Nutrient Function Claims

Foods with Nutrient Function Claims can be used to supplement or complement daily nutrients (vitamins/minerals) that tend to be insufficient in everyday diet. Given that a food product contains certain amounts of nutrient whose function meets Food Labeling Standards, it can bear a nutrient function claim as prescribed by the Standards without submitting a notification to the government.

Foods with Function Claims

Foods with Function Claims are foods allowed to bear a scientific, evidence-based claim that the functional ingredients can be beneficial to improvements of specific health under the responsibility of its manufacturer. Information about the safety of and justification for the efficacy gained from the functional ingredients must be submitted to the Commissioner of the Consumer Affairs Agency before the product is launched. However, unlike Foods for Specified Health Uses (FOSHU), these products have not undergone individual review by the Commissioner of the Consumer Affairs Agency. In light of the health damage cases involving Foods with Function Claims that occurred in 2024, the Food Labeling Standards were amended on September 1 of the same year to mandate the provision of health-damage information, require compliance with Good Manufacturing Practice (GMP), and revise labeling methods. Information on the safety and functional claims of Foods with Function Claims is published through the Search System for Notification Information on Foods with Function Claims.

Note: A transitional period is in place until August 31, 2026 for the implementation of the GMP requirement and the revised labeling methods.

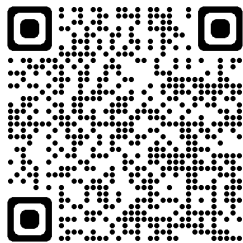
Foods for Specified Health Uses

Foods for Specified Health Uses are foods allowed to bear claims that users can expect improvements of specific health such as "help keep your digestive system healthy." To launch a product as Foods for Specified Health Uses, it is essential to obtain permission from the Commissioner of the Consumer Affairs Agency after the government evaluates the claimed effects and safety.

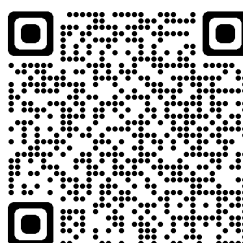
Foods for Special Dietary Uses

Foods for Special Dietary Uses are foods allowed to have claims about special purposes of use such as support for infant growth and the health care or recovery of pregnant/lactating women, patients with dysphagia, and other patients. It is essential to obtain permission from the Commissioner of the Consumer Affairs Agency to market foods with such claims.

▶ [Pamphlets and brochures on food labeling systems](#)



▶ [Videos on food allergies in restaurant and take-out settings](#)



▶ [Search system for notification information on Foods with Function Claims](#)



▶ [Pamphlets and brochures Foods with Health Functions](#)



▶ [Foods for Special Dietary Uses](#)



Protecting consumers from scams

What is the Specified Commercial Transactions Act?

The Specified Commercial Transactions Act (formerly "Door-to-Door Sales Act (Act on Door-to-Door Sales, etc.)") is an Act for with the purpose of preventing business operators' illegal or malicious solicitation while protecting consumer benefits. Specifically, rules that business operators should obey and rules for protecting consumers such as the cooling-off system are specified for types of transactions which tend to cause consumer problems, such as Door-to-Door Sales or Mail Order Sales.

Types of transactions subject to the Specified Commercial Transactions Act

Door-to-Door Sales



Door-to-Door Sales are transactions such as the sale of goods or rights or the provision of services for which a business operator visits a consumer's domicile and concludes a contract, unscrupulous sales on the street, or appointment sales.

Mail Order Sales



Mail Order Sales are transactions in which a business operator distributes advertisements via newspapers, magazines, websites, or other media, and receives an offer by communication means such as postal mail or telephone. It excludes those that fall under "Telemarketing Sales."

Telemarketing Sales



Telemarketing Sales are transactions in which a business operator solicits a consumer and receives an offer by telephone. It is applicable to cases in which a consumer makes an offer via postal mail or by telephone after hanging up the phone.

Multilevel Marketing Transactions



Multilevel Marketing Transactions are transactions of goods (rights) or services by a sales organization sequentially expanded by soliciting a person to be a salesperson, and having the salesperson solicit another person to be a salesperson.

Provision of Specified Continuous Services



Provisions of Specified Continuous Services are transactions in which the provision of long-term and continuous services is promised in exchange for the payment of expensive fees. Currently, seven services are included such as aesthetic salons and language schools.

Business Opportunity Sales Transactions



Business Opportunity Sales Transactions are transactions in which a consumer is solicited on the grounds that "income will be gained through the job that will be offered," and made to buy and bear the cost of goods, etc., said to be necessary for the job.

Door-to-Door Purchase



Door-to-Door Purchase means a transaction in which a business operator visits a consumer's house, etc., and purchases articles.

▶ [Transaction Measures \(Consumer Affairs Agency website\)](#)



▶ [Act on Specified Commercial Transactions Guide](#)



Outline of the Specified Commercial Transactions Act

Administrative controls

The Specified Commercial Transactions Act imposes the following regulations on business operators according to the characteristics of each type of transaction in terms of the provision of appropriate information to consumers. Violations of the Act may result in administrative measures such as instructions for business improvement or orders to suspend or prohibit business operations, and some violations are also subject to penalties.

- **Obligation of clear indication of names**

The Specified Commercial Transactions Act obliges a business operator to inform consumers of its name, or the fact that its purpose is to solicit the consumers, prior to solicitation.

- **Prohibition of unjust solicitation**

The Specified Commercial Transactions Act prohibits the misrepresentation of prices or payment conditions, or intentional failure to disclose them, and prohibits solicitation by using intimidation to overwhelm a consumer.

- **Advertising control**

The Specified Commercial Transactions Act obliges business operators to display important matters when placing an advertisement, and prohibits false or misleading advertisements.

- **Obligation of document delivery**

The Specified Commercial Transactions Act obliges business operators to deliver a document that contains important matters upon conclusion of a contract.

Civil rules

In order to enhance its functions as a law to prevent problems between consumers and business operators or to facilitate the provision of remedies, the Specified Commercial Transactions Act allows the cancellation or rescission of a contract by a consumer (cooling-off), and specifies rules that limit unreasonable claims for damages by business operators.

- **Cooling-off**

The Specified Commercial Transactions Act allows "cooling-off." Cooling-off means the unconditional cancellation of a contract after making an offer for a contract or concluding a contract, within a certain period(*) after receiving documents specified in laws.

(*) 8 days for Door-to-Door Sales, Telemarketing Sales, Provision of Specified Continuous Services and Door-to-Door Purchase; 20 days for Multilevel Marketing Transactions and Business Opportunity Sales Transactions. There are no provisions of cooling-off for Mail Order Sales.

- **Rescission of the manifested intention**

The Act on Specified Commercial Transactions provides that when a consumer, as a result of a business operator's misrepresentation or intentional failure to disclose material facts, is misled into making an offer to contract or expressing acceptance of such an offer, the consumer may rescind that manifestation of intent.

- **Limitation to the amount of damages**

The Specified Commercial Transactions Act sets an upper limit to the amount of damages which business operators may claim in cases such as when consumers cancel a contract midterm.

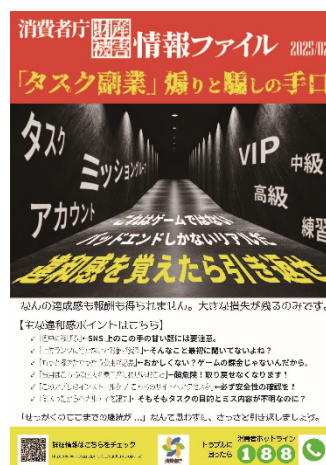
Measures pursuant to the Consumer Safety Act to address financial consumer detriment

In accordance with the Consumer Safety Act, the Consumer Affairs Agency gathers information in a centralized way from administrative organs and local governments to analyze it.

Based on the analyzed information, the Consumer Affairs Agency takes prompt action to raise consumers awareness of improper conducts. In the event of any serious damage on a consumer's property that cannot be addressed by any other law (a so-called niche area case), the Consumer Affairs Agency also ensures that no consumer damage should occur or spread by making recourse to an administrative action including a recommendation against the business operator.



(Flyer alerting the public about fake rice-sales websites)



(Flyer alerting the public about side-job scams)

Other flyers available here
[▶ https://www.caa.go.jp/policies/policy/consumer_policy/caution](https://www.caa.go.jp/policies/policy/consumer_policy/caution)

Operation of the Act on the Protection of Consumers Who Use Digital Platforms for Shopping

To ensure the cooperation of businesses that operate digital platforms for shopping such as online malls, the Act on the Protection of Consumers Who Use Digital Platforms for Shopping provides for:

- Obligations for digital platform providers to make efforts, such as verifying the identity of sellers
- Requests for disclosure of seller's information from consumers

By operating this Act in coordination with the Act on Specified Commercial Transactions (regulations on mail order sales transactions), the Consumer Affairs Agency works to optimize mail order sales transactions using digital platforms for shopping.



Leaflet
[▶ https://www.caa.go.jp/policies/policy/consumer_transaction/digital_platform/#leaflet](https://www.caa.go.jp/policies/policy/consumer_transaction/digital_platform/#leaflet)

Act on Preventing Unjust Solicitation of Donations by Corporations

This Act protects those who are solicited for donations from a corporation, etc. by prohibiting unjust solicitation of donations by a corporation, etc., and providing for administrative measures, etc. against a corporation, etc. that make the solicitations.

Regulations on corporations soliciting donations

Obligations of consideration



When soliciting a donation, a corporation, etc. must give due consideration to the following particulars:

1. Ensuring that the solicitation of donations does not suppress the free will of individuals, and that individuals do not find it difficult to make appropriate decisions as to whether or not to make a donation
2. Ensuring that making a donation does not make it difficult for the individual, their spouse, or relatives to maintain their standard of living (see the left illustration)
3. Providing sufficient information to identify the corporation, etc. engaging in the solicitation, and ensuring that there is no risk of misunderstanding about the usage of the donated property

Prohibited acts



When soliciting donations, a corporation, etc. **must not mislead the individual who is being solicited to donate by engaging in any of the following six unjust solicitation acts:**

1. Refusing to leave when asked to do so
2. Preventing the individual from leaving
3. Accompanying the individual to a place where it is difficult to leave without informing the individual that the individual will be solicited
4. Preventing the individual from contacting a person other than the corporation, etc. by using intimidating words or deeds
5. Exploiting romantic or other favorable feelings and telling that the relationship will end if the individual does not make a donation
6. Exploiting psychic abilities or other special powers that are difficult to rationally demonstrate and telling that it is necessary to make a donation to avoid serious disadvantages (see the left illustration)



In addition, when soliciting donations, a corporation, etc. must not request the individual to procure funds by borrowing or by disposing of assets such as a building or its premises that are presently used for residential purposes by the individual, their spouse, or their relatives or that are actually used for a business and are indispensable for the continuation of the business. (see the left illustration)

Administrative measures and penalties for violations

Violations of the above regulations on the solicitation of donations may result in administrative measures or penalties.

For those who suspect unjust solicitation of donations

A dedicated contact point is available 24 hours a day, 365 days a year to receive information about acts that may constitute unjust solicitation of donations by corporations. If you become aware of any acts that may constitute unjust solicitation of donations, please report them via the information-submission page on the Consumer Affairs Agency website.

Information Submission for Acts Suspected Unjust Solicitation of Donations by Corporations
▶ https://www.caa.go.jp/policies/policy/consumer_policy/donation_solicitation/inquiry/

Protection of donors affected by unjust solicitation and their families

If an individual manifested an intention to donate as a result of **being misled by any of the unjust solicitation practices** (1 to 6) listed on the previous page, the donation can be **rescinded**.

In addition, family members who have a claim for periodic payments relating to support obligations (such as marital expenses or child support) may exercise an obligee's right of subrogation under Article 423 of the Civil Code (in relation to rights such as the right to rescind the donation) to preserve the portion of the claim for periodic payments for which the fixed due date has not yet arrived.

Support for donors and their families

In order to enable donors affected by unjust solicitation and their families to effectively recover damages or conduct the similar actions through the appropriate exercise of above rights, the national government endeavors to strengthen coordination between the Japan Legal Support Center and relevant organizations to develop a user-friendly consultation system.

Act on Preventing Unjust Solicitation of Donations by Corporations
▶ https://www.caa.go.jp/policies/policy/consumer_policy/donation_solicitation/

For informed choices on better goods and services

Act against Unjustifiable Premiums and Misleading Representations - Rules on fair labeling

A quality and price information label is an important factor in choosing goods or services.

False or misleading representations may sway consumers into buying goods or services that are actually of poor quality or overvalued. The Act against Unjustifiable Premiums and Misleading Representations prohibits such misleading representations. The Consumer Affairs Agency strives to ensure proper environment for shopping according to the Act.

These types of labeling are prohibited:

Leading to misunderstanding that the goods/services are superior to what they actually are

Displaying copy paper as "100% recycled" even though the actual percentage of recycled pulp used (the recycled content rate) is only around 50%.



Leading to misunderstanding that the trade terms are more advantageous to consumers than they actually are

Presenting household electricity "free-rate plans" as cheaper than regulated-rate plans, even though in reality such plans may not result in lower costs for consumers.



Leading to other types of misunderstanding

Providing products to influencers free of charge and asking them to post recommendations on social media without disclosing that the posts are advertisements (so-called stealth marketing).



There are rules for premiums

If companies try to be competitive in the market by offering excessive free gifts or additional services, consumers may be swayed into buying goods or services that are of poor quality or overvalued. To avoid this, the Act against Unjustifiable Premiums and Misleading Representations prohibits the offering of excessive premiums. The Consumer Affairs Agency strives to create an environment where companies can compete with one another by focusing on the quality and prices of goods and services so that consumers can make good choices regarding such goods and services.



Fair competition code

The fair competition code is a voluntary rule on labeling and premiums established by business operators or business organizations certified by the Japan Fair Trade Commission and the Commissioner of the Consumer Affairs Agency. In accordance with this code, some companies print a "Fairness mark" on their product packages or display it at the storefront. These marks indicate proper labeling.

[Fairness mark examples]



Household Goods Quality Labeling Act

In our daily lives, we use a wide variety of household goods, including clothing and miscellaneous items.

The Household Goods Quality Labeling Act requires the labeling of items such as composition, handling instructions, and the name of the labeling entity for certain essential household goods, so that consumers can correctly understand their quality. The Consumer Affairs Agency strives to create an environment where consumers can choose and use household goods properly according to the Act.

[Examples of labeling in accordance with the Household Goods Quality Labeling Act]



Labeling of Fiber Composition and Home Laundry/Care Instructions



Labeling of Special Precautions for Synthetic Detergents



Research on consumer trends and international collaboration

Investigations on trends in consumer activities

White Paper on Consumer Affairs

In order to plan and develop appropriate consumer policies, it is essential to investigate and analyze the environment surrounding consumers as well as changes in their awareness and behavior.

The Consumer Affairs Agency compiles the results of these investigations and analyses, together with the status of consumer policy implementation, and publishes them annually as the White Paper on Consumer Affairs.

The 2025 edition of the White Paper on Consumer Affairs featured a special section titled "Green-Oriented Consumption Behavior: Transforming Our Lifestyles and the Global Environment Through Consumption." The White Paper introduced initiatives by government and businesses to address environmental issues, and, through an analysis of consumer attitudes and behaviors, outlined policy directions for realizing a sustainable society starting from consumer behavior.



Themes of Past Special Features

- 2025 Edition: Green-Oriented Consumption Behavior - Changing our lives and the global environment through conscious consumption -
- 2024 Edition: Changing Transaction Environment and Consumers - Digital society and consumer vulnerability -
- 2023 Edition: Consumption by Elderly People and Efforts toward the Achievement of Society with Consumer Citizenship

White Paper on Consumer Affairs

▶ https://www.caa.go.jp/en/publication/annual_report/

Basic Survey on Consumer Life

The Consumer Affairs Agency conducts the Basic Survey of Consumer Life annually to understand the current state of consumer issues and identify emerging policy needs. The survey targets 10,000 individuals ranging from young adults to older generations, examining their everyday attitudes and behaviors in consumption, as well as their experiences with consumer accidents and troubles.

Basic Survey on Consumer Life

▶ https://www.caa.go.jp/en/policy/consumer_research/

Consumer Awareness Survey

The Consumer Awareness Survey is conducted as needed to capture consumer attitudes and the situation surrounding consumer troubles on timely themes. This survey targets 5,000 individuals ranging from young adults to older generations, and examines consumer awareness and behavior, as well as the level of recognition of consumer policies.

Consumer Awareness Survey

▶ https://www.caa.go.jp/policies/policy/consumer_research/research_report/survey_003/

International cooperation

Promoting international cooperation

Many consumer issues, particularly those related to digitalization, are no longer confined within national or regional boundaries.

Examples include:

- With the increase in cross-border online transactions, consumer disputes are arising that cannot easily be resolved by a single country acting alone.
- "Dark patterns," referring to design techniques in websites and apps that steer, deceive, pressure, or manipulate consumers into making choices that are often not in their best interest, have become a problem both in Japan and overseas.
- When safety problems with foreign products come to light, it is essential that Japanese consumers receive this information quickly.

To promptly identify emerging consumer issues and respond appropriately, as well as to prevent and resolve cross-border consumer problems, cooperation and coordination with foreign authorities are indispensable.

For this reason, the Consumer Affairs Agency participates in international forums such as the OECD Committee on Consumer Policy (OECD CCP) and the International Consumer Protection and Enforcement Network (ICPEN) and exchanges views with other foreign authorities.

[OECD Committee on Consumer Policy (OECD CCP)]

Established in 1969 to promote information-sharing and cooperation among member countries on consumer policy, the OECD Committee on Consumer Policy now includes participation from around 40 countries. The Consumer Affairs Agency of Japan participates as a core member and actively contributes to discussions on ongoing international research projects, including those related to the digital transition.

As part of a joint international research initiative, an empirical study on dark patterns was conducted in 2024, and work is currently underway to finalize the report.

[European Union (European Commission)]

Japan and the European Union have engaged in Informal Dialogue at technical level to exchange views on emerging issues of mutual concern, including responses to digitalization. In September last year, former Minister Ito met in Tokyo with Michael McGrath, European Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection. They issued a joint statement confirming their commitment to further strengthening bilateral cooperation.

[International Consumer Protection and Enforcement Network (ICPEN)]

ICPEN was established in 1992 as a network to prevent unfair and deceptive cross-border commercial practices. Approximately 70 consumer-protection authorities from around the world participate.

One of its key initiatives, the econsumer.gov project, operates a multilingual website (available in nine languages) that collects and analyzes information submitted by consumers worldwide regarding cross-border fraud and other unfair practices. The findings are used both to raise consumer awareness and to support enforcement efforts in participating countries.

The OECD Committee on Consumer Policy (CCP)

▶ <https://www.oecd.org/en/topics/policy-issues/consumer-policy.html>

ICPEN

▶ <https://www.icpen.org/>

ICPEN econsumer.gov

▶ <https://www.econsumer.gov/?lang=en-US>

Working with consumers and businesses

Aiming to promote consumer-oriented management

To address social challenges and advance the realization of a sustainable society, it is essential not only to continue traditional approaches—such as regulating businesses and providing support to consumers—but also to encourage collaborative initiatives in which consumers and businesses work together toward shared goals.



The Consumer Affairs Agency promotes consumer-oriented management, a management approach that enhances social value through co-creation and collaboration with consumers. Specifically, together with business associations and consumer organizations, the Consumer Affairs Agency has formed a platform called the Consumer-Oriented Management Promotion Organization and carries out promotional activities such as "consumer-oriented management best practice awards" and the "voluntary declaration of consumer-orientation and follow-up activities".

Concept of Consumer-Oriented Management

This initiative is being advanced in line with the 5th Basic Consumer Plan (approved by the Cabinet in March 2025).

Goal Contributing to a sustainable society

Definition

Management that enhances social value in co-creation and collaboration with consumers

Consumer

Entities who currently use, may use in the future, or may otherwise be involved with the products or services provided by a business.
Examples of consumers reflecting today's diverse consumer landscape include: older adults, foreign nationals, persons with disabilities, local residents, end-users, employees, and others.

Co-creation and Collaboration

Through two-way communication with consumers, businesses share products, services, and experiences that excite and engage consumers, thereby building a win-win relationship between businesses and consumers.

Social Value

Social value refers to the value created when businesses, through their core operations, contribute to addressing challenges faced by local communities and society, with the aim of enhancing overall social sustainability.

Activities

- Listening to and incorporating the voices of all stakeholders

- Taking action for the future and the next generation

- Ensuring compliance with laws and regulations and strengthening corporate governance

Framework for the Voluntary Declaration of Consumer-Oriented Management and Follow-Up Activities

Business Operator

Declaration

- Voluntary declaration/announcement of initiatives by each business operator (philosophy, policy, specific achievements, plans)

Action

- Implementing such initiatives as declared or announced

Outcome

- Announcing the outcomes gained from and the details about the implemented initiatives (follow-up)

Promotional Organizations

Visualization

- Releasing the details about the announced initiatives to consumers and society (promotional organization's websites)
- Awareness-raising activities through symposiums and seminars
- Awarding prizes for excellent cases (consumer-oriented management best practice awards)

Food Sanitation Act

Whistleblower Protection System

In many cases, corporate misconduct that compromises consumer safety is brought to light through reports made by workers inside the organization. The whistleblower protection system is a means to protect whistleblowers so that they are not subjected to dismissal, demotion, or other disadvantageous treatment on the grounds that they reported the case as well as to ensure, by setting forth procedures such as what measures should be taken by business operators and administrative agencies in relation to whistleblowing, that laws and regulations associated with consumer safety and interests are adhered to.

The Consumer Affairs Agency publishes an Internal Whistleblowing System Introduction Support Kit, which includes videos for managers and employees as well as sample internal rules, to assist business operators in developing their internal systems, and conducts awareness-raising activities using these materials.

The Consumer Affairs Agency has also set up the Whistleblower Protection System Consultation Dial (centralized consultation service) as a point of contact for consultation about the system.

Information materials are available on the Whistleblower Protection System webpage.

In addition, the legal amendment enacted in 2025 (to be enforced on December 1, 2026) introduced further measures to strengthen the protection of whistleblowers and to ensure that business operators respond appropriately to whistleblowing. To support smooth implementation, the Consumer Affairs Agency is currently working to publicize the details of the amendment and revise the relevant guidelines.

- Introduction to the Whistleblower Protection Act (from the Consumer Affairs Agency website)



- Awareness-Raising Poster "Does your workplace have an internal reporting (whistleblowing) contact point?"



- Explanatory video for employees



- Explanatory video for managers/executives



- Explanatory video for freelancers



- Internal Reporting System Introduction Support Kit (For Business Operators)



Whistleblower Protection System Consultation Dial (centralized consultation service)

Phone: +81-3-3507-9262 (weekdays 9:30–12:30 and 13:30–17:30; closed on weekends, national holidays, and year-end/New Year holidays)

Whistleblower Protection System (click here for the latest information)

▶ https://www.caa.go.jp/en/policy/consumer_partnerships/

Public utility pricing policy

When public utility charges are newly set or revised, the Consumer Affairs Agency engages in discussions with the relevant ministries and agencies from the viewpoint of defending consumer benefits. In particular, when important public utility charges are newly set or revised, the Consumer Affairs Agency submits the matter to the relevant ministerial meeting on price issues.

Recent meetings of the Ministerial Council on Prices

Date	Cases
June 29, 2021	Specification of price caps of NTT East and West
October 7, 2022	Fare revision for taxis in the Tokyo Special Wards and Musashino–Mitaka area
May 16, 2023	Revision of regulated electricity rates for seven electric power companies*
May 21, 2024	Revision of postage rates for standard-size mail items weighing 25 grams or less
July 29, 2025	Change in the upper limit of passenger fares for JR East railway operations

* Hokkaido Electric Power, Tohoku Electric Power, TEPCO Energy Partner, Hokuriku Electric Power, Chugoku Electric Power, Shikoku Electric Power, Okinawa Electric Power

Measures for stabilizing prices of daily goods in emergency situations

The Consumer Affairs Agency determines the market climate of daily goods and commodity price movements in collaboration with the related ministries and agencies to curb price increases of daily goods and prevent buying up or holding up sales of daily goods in emergency situations such as disasters.

Fostering consumer understanding of the relationship between wage increases and price increases

To promote consumer understanding of price movements, it is important to build a shared societal awareness—including among consumers—that wage increases can, over time, lead to price increases, which in turn can support further wage increases. The Consumer Affairs Agency has created video content to help consumers better understand price formation and related economic mechanisms, and is working to disseminate this information widely.



The videos provide easy-to-understand explanations on questions such as:

- It is really bad for prices to go up?
- Is it true that wages rise along with inflation?



Video content is available here:

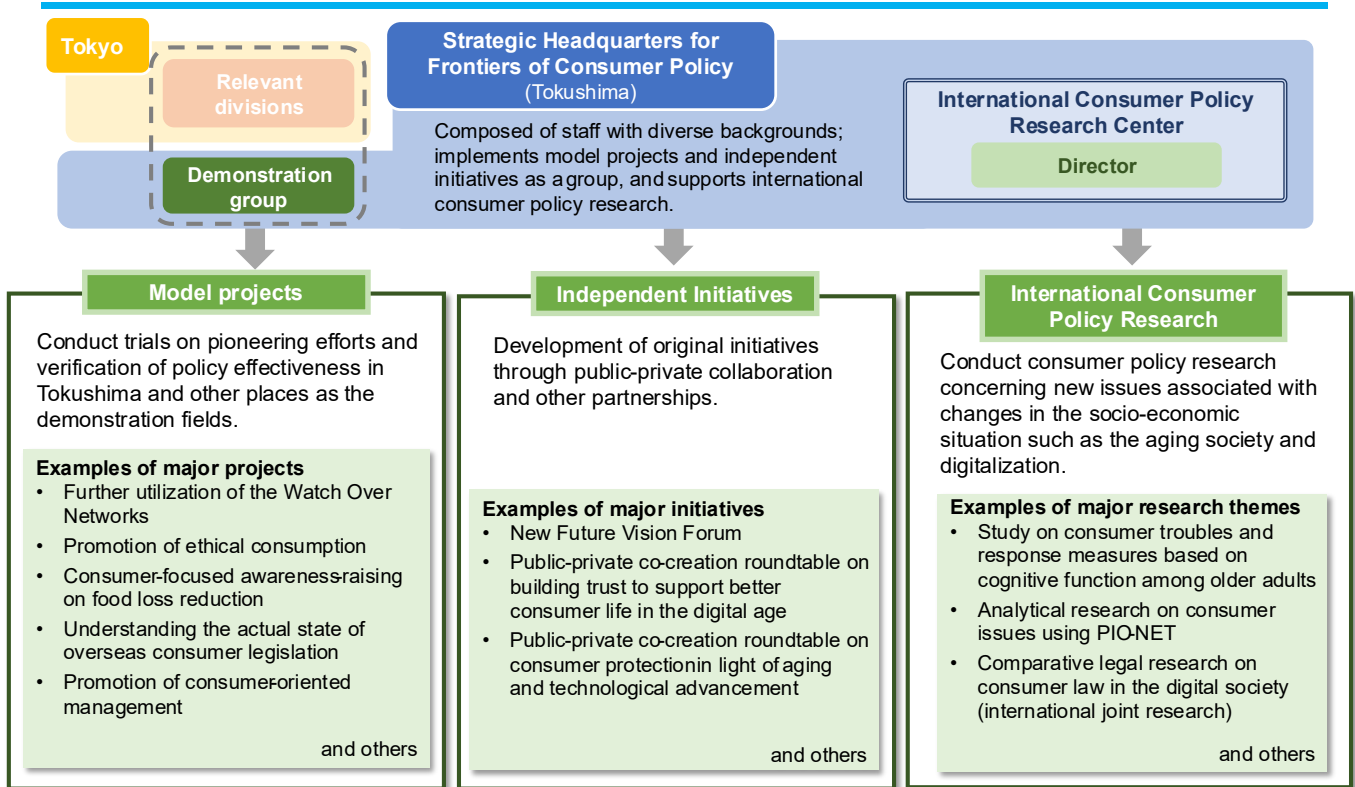
The videos are only 3 to 5 mins long!

Videos on the relationship between wage increases and price increases

▶ https://www.caa.go.jp/policies/policy/consumer_partnerships/price_measures/

Organization and initiatives of the Strategic Headquarters for Frontiers of Consumer Policy

Initiatives of the Consumer Affairs Agency's Strategic Headquarters for Frontiers of Consumer Policy



Outcomes from projects and research are shared globally through international symposiums and related events.

About the Consumer Affairs Agency's Strategic Headquarters for Frontiers of Consumer Policy

In July 2017, as part of the government's regional relocation initiative aimed at regional revitalization, the Consumer Affairs Agency established the Consumer Policy Frontier Office (hereinafter referred to as "the Office") in Tokushima Prefecture as a base for the development and creation of consumer administration grounded in evidence-based analysis and research. Since then, the Office has carried out analysis and research projects using Tokushima Prefecture and other areas as demonstration fields.

On July 30, 2020, drawing on the achievements of approximately three years of initiatives carried out through the Office, the Consumer Affairs Agency established the Strategic Headquarters for Frontiers of Consumer Policy as a new permanent base equipped with the functions and scale appropriate for advancing and innovating consumer administration.

Building on the accomplishments of the Office, the Headquarters has strengthened its functions and now serves as a hub for model projects aimed at nationwide deployment.

- By utilizing demonstration fields, it conducts pilot initiatives and evaluates the effectiveness of policies, applying the results to the development of measures across the country.
- As a research center for consumer policy, the Headquarters also works to address emerging policy challenges arising from changes in the consumer environment, such as digitalization and population aging.
- Following the G20 International Conference on Consumer Policy held in Tokushima in September 2019, the Headquarters has additionally taken on the role of a new base for international activities, hosting international symposiums and facilitating global exchanges.
- Furthermore, it serves as a backup function for the Consumer Affairs Agency in the event of a large-scale disaster in the Tokyo metropolitan area, while continuing to function as a center for promoting work-style reform within the Agency.

Strategic Headquarters for Frontiers of Consumer Policy

▶ <https://www.caa.go.jp/en/policy/future/>



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Nationwide Number
Consumer Hotline



Mascot for
Consumer Hotline 188
Iyayan



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