

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

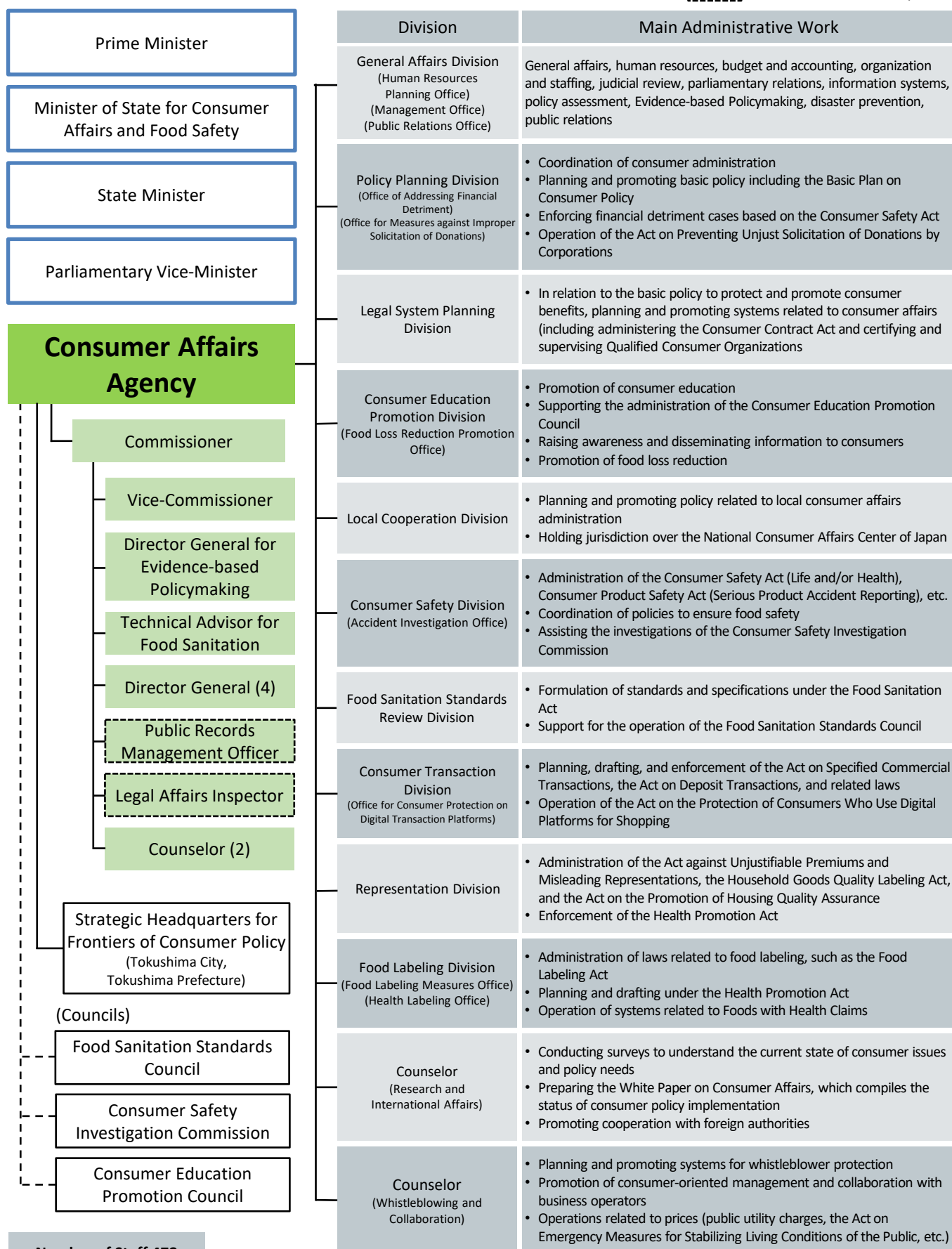
- Promoting consumer-oriented management.
- Striving to spread and promote the whistleblower protection system.
- Conducting discussions with the relevant ministries and agencies from the viewpoint of defending consumer benefits when public utility charges are newly set or revised.
- Monitoring price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

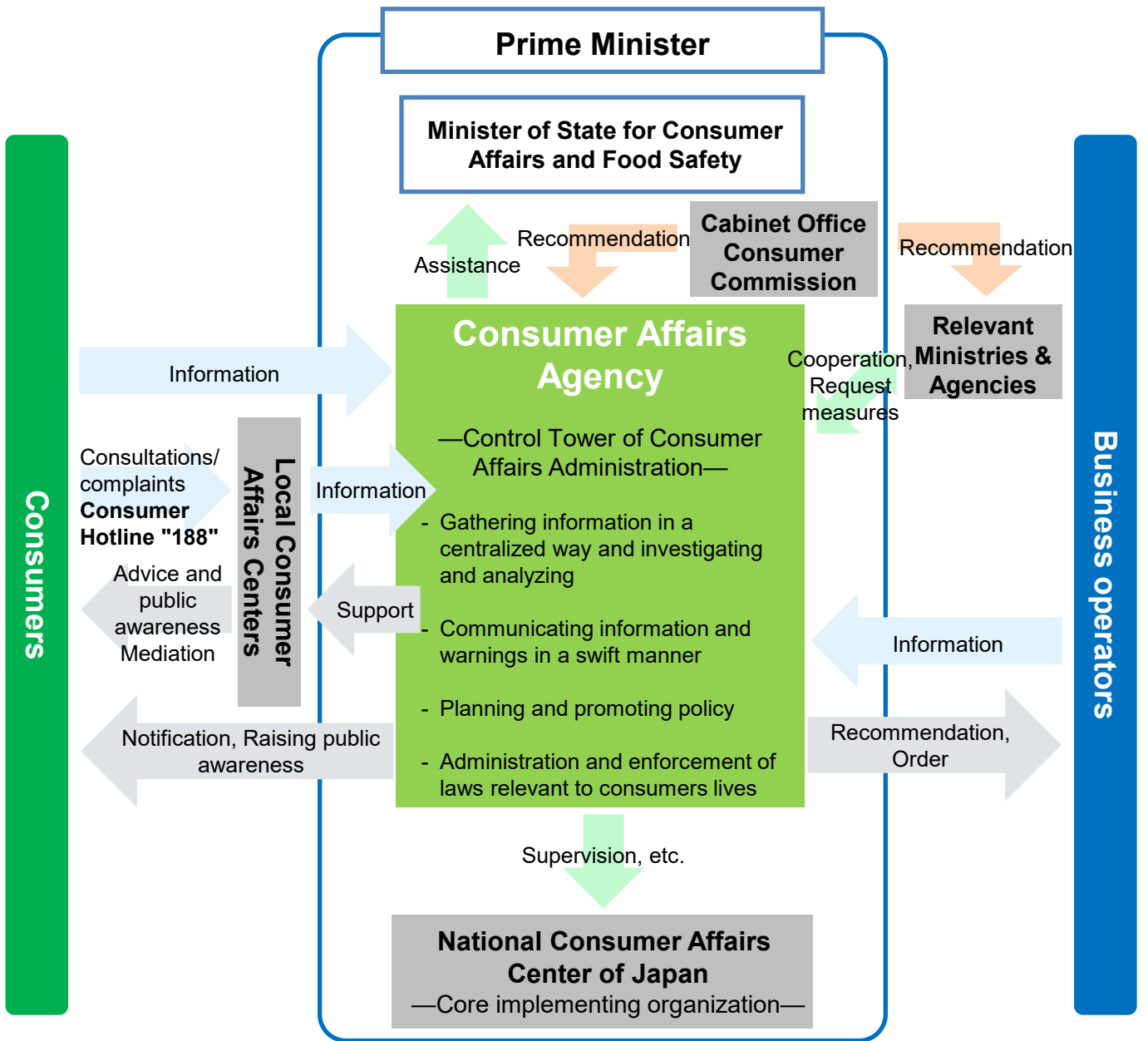
Organization of the Consumer Affairs Agency

* 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.