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)

Chapter 1: Current Issues facing Consumer Lives--Paradigm Shift in Consumer Policy

1. Breakthroughs in digital technology
(1) The widespread adoption of digital technology by consumers
(2) The need to develop consumer transaction environments in response to rapid changes affecting them

2. Progress of globalization in consumer lives
(1) Transactions with businesses overseas increased
(2) International visitors' consumption while in Japan

3. Changes in social structures
(1) More consumers requiring special attention in their consumer lives
(2) Improve consumers' understanding on cost pass-through pricing, etc.

4. Contribution to realize a better society and further international cooperation
(1) Realizing a better and sustainable society (2) Co-creation and collaboration between businesses and consumers

5. Changes in consumer behavior when emergencies occur

Social circumstances and Background

Chapter 2: Basic Direction of Consumer Policy and the Vision of The Society

1. Basic direction of consumer policy ▶ (1) Shift in the values and norms of consumer policy (2) Reorganize and expand Consumer Affairs Laws

2. The vision of the society ▶ (1) Ensuring fair and reliable transaction environment for consumers
(2) Practicing consumer's abilities across all generations
(3) Realizing a sustainable and inclusive society

Target Vision for Society

Chapter 3: Collaboration between Diverse Actors to implement Consumer Policy

1. Enhance local consumer administration ▶ (1) The direction of local consumer administration to address the problems arising from digitalization and declining/aging populations (2) Comprehensive networks for consumer consultation, (3) Local watch-over activities to protect consumers (4) Centers for consumer education established in local communities (5) Encouraging increase of local budget for consumer administration and provision of support from the State

2. Responsibilities and expectations for businesses ▶ (1) Duties of businesses (2) Expectations toward voluntary initiatives by businesses

3. Expectations for consumers ▶ (1) Expectations toward consumers (2) Expectations toward consumer organizations

4. Realizing a sustainable society via collaboration between administration, consumers, and businesses ▶ Provide, purchase and publicize products/services that contribute to sustainable society

Collaboration between actors

Chapter 4: Basic Measures for Consumer Policy

1. Addressing current issues facing consumer lives ▶ (1) Addressing breakthroughs in digital technology (2) Addressing the progress of globalization in consumer lives
(3) Addressing changing social structures (4) Addressing ways to contribute to realizing a better society and further international cooperation
(5) Addressing changes in consumer behavior when emergencies occur

2. Ensuring consumer safety and opportunities for self-reliance and rational choice-making ▶ (1) Ensuring consumer safety (2) Ensuring consumers' opportunities for self-reliance and rational choice-making
(3) Preventing harm to consumers and providing redress to them

3. Collaboration between related departments to promote consumer policy

Basic measures