Based on the Statistics by Location Environment Characteristics (retail) of the Census of Commerce 1997

Decreasing number of shops but increasing annual turnover in commerce-integrated areas

Commercial and Industrial Statistics Division
Research and Statistics Department

According to the Census of Commerce 1997 (as of June 1, 1997), ① the number of establishments in retailing was 1,419,696, down 5.4% compared with the number in 1994, ② the annual turnover of retailing establishments was 147,743.1 billion yen, up 3.1%, and ③ the number of employees in retailing establishments was 7,351,000, down 0.5%, posting a decrease for the second time after the first decline in 1985.

In this article, retailing establishments are classified by their location environment characteristics and their changes are studied. The classification of location environment characteristics is in principle based on the City Planning Law (law number 100 of 1968) and they are divided into commerce-integrated areas, office building areas, residential areas, industrial areas, and other areas (hereinafter referred to as “by location characteristic”). In addition, starting with the Census of Commerce 1997, the commerce-integrated areas (or, what are called shopping areas), which form the cores of retailing, are further divided into five groups according to their location--around-station types, city-area types, residential-hinterland types, roadside types, and other types (hereinafter referred to as “by characteristic classification”)--in order to understand rapid changes in retailing, such as the emergence of new types of establishments, reflecting the diversification of consumer needs and progress in motorization, and the establishment of large-scale stores on the roadside and shopping malls.

Classification of location environment characteristics and their definitions

Location characteristics			Definitions
1		Commerce-integrated areas	These are areas which constitute a shopping district in near-commercial areas or commercial areas of "use-defined land" under Article 8 of the City Planning Law. Roughly speaking, one shopping district is one commerce-integrated area. One shopping district refers to an area that has 30 or more retailing shops, restaurants and service industries. A shopping center or multi-purpose building (such as a station building, co-operative department store building) that falls under the definition of "one shopping district" is as a general rule considered as one commerce-integrated area.
	Subdivision of commerce-integrated areas (by characteristic classification)	Around-station type commerce-integrated areas	These are commerce-integrated areas located around JR or private railway stations. But, as a general rule, they do not include areas located around streetcar or subway stations.
		City-area type commerce-integrated areas	These are commerce-integrated areas located in a busy shopping or office building district in the center (except areas around a station) of a city.
		Residential-hinterland type commerce-integrated areas	These are commerce-integrated areas having a residential or housing complex district in their hinterland.
		Roadside type commerce-integrated areas	These are commerce-integrated areas (except those in the center of a city) located mainly along a national route or main road.
		Other types of commerce-integrated areas	These are commerce-integrated areas that cannot be classified into any of the above four categories, such as shopping districts in tourist resorts and those around shrines and temples.
2		Office building areas	These are areas that do not come under the categories of near-commercial areas or commercial areas of "use-defined land" under Article 8 of the City Planning Law.
3		Residential areas	These are first-class or second-class low-rise residential building areas, first-class or second-class medium- or high-rise residential building areas, or first-class or second-class residential areas or quasi-residential areas of the "use-defined land" under Article 8 of the City Planning Law.
4		Industrial areas	These are quasi-industrial areas, industrial areas or exclusive industrial areas of "use-defined land" under Article 8 of the City Planning Law.
5		Other areas	These are areas that do not come under any of category 1 to 4 above.

(Note) In some cases where the actual state of an area is different from what is defined under the City Planning Law (such as a residential area but no housing unit is built) or when an area or district is not defined under the City Planning Law, they are classified according to how they are used.

1. Number of establishments

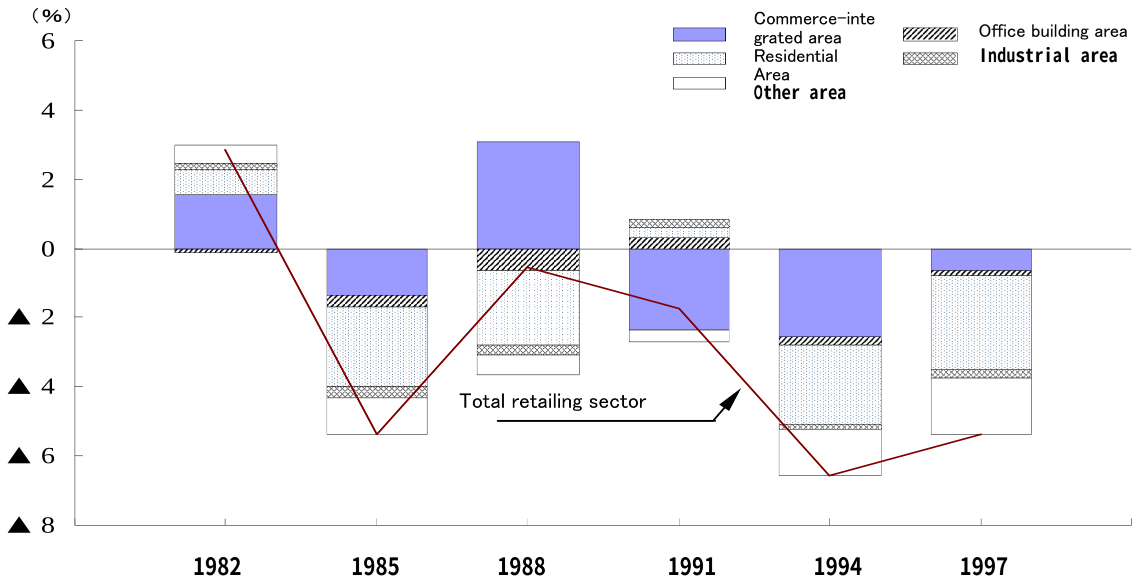
--The decreasing number of establishments in all areas by location characteristics, affected by sharper declines in smaller establishments--

(1) Number of establishments by location characteristics

The number of retailing establishments decreased 1.6% in commerce-integrated areas, 3.0% in office building areas, 9.0% in residential areas, 6.0% in industrial areas, and 8.5% in other areas, with all the location characteristic areas (hereinafter referred to as "Areas") continuing their decreases from 1994, heavily affected by the sharper declines in residential areas and other areas. Although the number of retailing establishments is on the decrease, the margins of decline in commerce-integrated areas and the office areas are smaller than in other areas thanks to the improvement or expansion of commercial areas and near-commercial areas, reflecting a decline in land prices, deregulation, and the progress in town-building efforts by the communities.

Of the total number of retailing establishments, those in commerce-integrated areas accounted for 43.7% (up 1.7 points from the previous survey), those in residential areas accounted for 28.8% (down 1.1 points), those in other areas accounted for 18.2% (down 0.6 points), those in office building areas for 4.9% (up 0.1 points), and those in industrial areas for 4.5% (unchanged).

Change of contributions to the growth rates of the number of retailing establishments by area of location characteristics



Number of retailing establishments by area of location characteristics

Location characteristics	Number of establishments (shops)				
	1994	1997	Composition (%)		Rate of change(%)
			1994	1997	1997/1994
Total retailing sector	1,499,948	1,419,696	100.0	100.0	- 5.4
Commerce-integrated areas	629,931	619,983	42.0	43.7	- 1.6
Office building areas	71,410	69,247	4.8	4.9	- 3.0
Residential areas	448,655	408,477	29.9	28.8	- 9.0
Industrial areas	67,553	63,491	4.5	4.5	- 6.0
Other areas	282,399	258,498	18.8	18.2	- 8.5

(2) Number of establishments by workforce size by area of location characteristics

The number of small retailing establishments with a workforce of 4 or less declined both in commerce-integrated areas (down 2.3% from the previous survey) and areas other than commerce-integrated areas (down 9.9%). The number of medium-sized establishments with a workforce of between 5 and 49 increased slightly in commerce-integrated areas (up 0.2%) but declined in areas other than commerce-integrated areas (down 2.6%). The number of large establishments with a workforce of 50 or more increased both in commerce-integrated areas (up 9.6%) and areas other than commerce-integrated areas (up 12.5%).

Of the total number of retailing establishments, small establishments accounted for 74.5% in commerce-integrated areas and 74.7% in areas other than commerce-integrated areas. The comparable figures for medium-sized establishments were 24.6% both in commerce-integrated areas and areas other than commerce-integrated areas, while those for large establishments were 0.9% in commerce-integrated areas and 0.7% in areas other than commerce-integrated areas. In both commerce-integrated areas and areas other than commerce-integrated areas, the composition of establishments by workforce size is almost the same.

2. Annual turnover

--Annual turnover rising in commerce-integrated areas, office areas and industrial areas--

(1) Annual turnover by area of location characteristics

Compared with the figures in the previous survey, annual turnover rose 5.3% in commerce-integrated areas, 5.0% in office building areas, and 8.9% in industrial areas, but declined 0.2% in residential areas and 1.7% in other areas.

Commerce-integrated areas accounted for 47.4% (up 1.0 points) of the total annual turnover, residential areas accounted for 27.5% (down 0.9 points), other areas for 12.0% (down 0.6 points), industrial areas for 7.5% (up 0.4 points), and office building areas for 5.6% (up 0.1 points).

Annual turnover by area of location characteristics

Location characteristics	Annual turnover (million yen)				
	1994	1997	Composition (%)		Rate of change(%)
			1994	1997	1997/1994
Total retailing sector	143,325,065	147,743,116	100.0	100.0	3.1
Commerce-integrated areas	66,525,934	70,035,211	46.4	47.4	5.3
Office building areas	7,867,444	8,262,435	5.5	5.6	5.0
Residential areas	40,638,489	40,558,579	28.4	27.5	- 0.2
Industrial areas	10,187,884	11,094,502	7.1	7.5	8.9
Other areas	18,105,314	17,792,389	12.6	12.0	- 1.7

3. Number of employees

--Number of employees increasing in commerce-integrated areas, office areas, and industrial areas--

(1) Number of employees by area of location characteristics

Compared with the figures in the previous survey, the number of employees increased 1.9% in commerce-integrated areas, 1.2% in office building areas and 2.6% in industrial areas, but decreased 3.0% in residential areas, and 4.2% in other areas.

Commerce-integrated areas accounted for 45.4% of the total number of employees, posting the sharpest increase of 1.0 points, followed by residential areas with 29.7% (down 0.8 points), other areas with 13.7% (down 0.6 points), industrial areas with 6.0% (up 0.2 points) and office building areas with 5.1% (up 0.1 points).

Number of employees by area of location characteristics

Location characteristics	Number of employees				
	1994	1997	Composition(%)		Rate of change(%)
			1994	1997	1997/1994
Total retailing sector	7,384,177	7,350,712	100.0	100.0	- 0.5
Commerce-integrated areas	3,277,574	3,340,810	44.4	45.4	1.9
Office building areas	371,908	376,267	5.0	5.1	1.2
Residential areas	2,250,395	2,182,752	30.5	29.7	- 3.0
Industrial areas	431,555	442,819	5.8	6.0	2.6
Other areas	1,052,745	1,008,064	14.3	13.7	- 4.2

(2) Number of employees per establishment by area of location characteristics

Compared with the previous survey, the number of employees per establishment increased by 3.8% to 5.4 in commerce-integrated areas, 9.4% to 7.0 in industrial areas, 3.8% to 5.4 in office building areas, 6.0% to 5.3 in residential areas, and 5.4% to 3.9 in other areas, all posting increases as they did in the previous survey. The rises can be attributed to the fact that the ratio of establishments with a workforce of 10 or more to the total number of establishments increased, while that of establishments with a workforce of less than 10 decreased.

Number of employees per establishment

Location characteristics	Number of employees per establishment				
	1991	1994	1997	Rate of change (%)	
				1994/1991	1997/1994
Total retailing sector	4.4	4.9	5.2	11.4	6.1
Commerce-integrated areas	4.7	5.2	5.4	10.6	3.8
Office building areas	4.8	5.2	5.4	8.3	3.8
Residential areas	4.3	5.0	5.3	16.3	6.0
Industrial areas	5.6	6.4	7.0	14.3	9.4
Other areas	3.3	3.7	3.9	12.1	5.4

4. Storage space

--Storage space per establishment increasing in all areas--

(1) Storage space by area of location characteristics

Compared with the previous survey, the storage space per establishment increased 8.9% in commerce-integrated areas, 14.8% in industrial areas, 2.2% in office building areas and 2.0% in residential areas, but decreased 3.6% in other areas. Commerce-integrated areas accounted for about 85% of the total increase in storage space of retailing establishments.

Commerce-integrated areas accounted for 52.4% (up 1.7 points) of the total storage space of retailing establishments, followed by residential areas with 26.1% (down 0.8 points), and other areas with 12.6% (down 1.1 points), with the three areas accounting for more than 90% of the total.

(2) Storage space per establishment by area of location characteristic

The storage space per establishment was 105 m^2, an increase of 12.8% from the previous survey. The per-establishment storage space in industrial areas was the largest at 136 m^2 (an increase of 25.4%), followed by commerce-integrated areas with 117 m^2 (an increase of 11.5%), with both exceeding the average per-establishment storage space of retailing establishments. The comparable figures for the remaining three areas also increased—residential areas (99 m^2, up 14.3%), office building areas (84 m^2, up 6.6%), and other areas (79 m^2, up 8.5%)—continuing the move toward larger retailing establishments.

Storage space by area of location characteristic

Location characteristic	Storage space (m^2)				
	1994	1997	Composition (%)		Rate of change(%)
			1994	1997	1997/1994
Total retailing sector	121,623,712	128,083,639	100.0	100.0	5.3
Commerce-integrated areas	61,655,525	67,120,765	50.7	52.4	8.9
Office building areas	4,933,177	5,039,848	4.1	3.9	2.2
Residential areas	32,759,475	33,427,314	26.9	26.1	2.0
Industrial areas	5,552,549	6,372,310	4.6	5.0	14.8
Other areas	16,722,986	16,123,402	13.7	12.6	- 3.6

5. Annual turnover per unit

--Annual turnover per establishment and per employee increasing in all areas--

(1) Annual turnover per establishment by area of location characteristics

The annual turnover per establishment in industrial areas was highest at 174.74 million yen, posting a double-digit increase of 15.9% from the previous survey, followed by office building areas with 119.32 million yen, up 8.3%, commerce-integrated areas with 112.96 million yen, up 7.0%, residential areas with 99.29 million yen, up 9.6%, and other areas with 68.83 million yen, up 7.4%.

(2) Annual turnover per employee by area of location characteristics

The annual turnover per employee increased in all the areas of location characteristics, rising 6.1% to 25.05 million yen in industrial areas, 3.8% to 21.96 million yen in office building areas, 3.3% to 20.96 million yen in commerce-integrated areas, 2.9% to 18.58 million yen in residential areas, and 2.6% to 17.65 million yen in other areas.

(3) Annual turnover per 1 m^2 of storage space by area of location characteristics

The annual turnover per 1 m^2 of storage space remained unchanged at 660,000 yen in other areas, but the comparable figures declined in all of the other areas, falling 1.8% from the previous survey to 1.08 million yen in office building areas, 5.2% to 920,000 yen in commerce-integrated areas, 3.6% to 810,000 yen in residential areas, and 4.7% to 810,000 yen in industrial areas. These decreases can be attributed to the fact that in response to the diversified needs of customers, retailers, in particular large-scale retailers, have expanded their floor space to allow customers to enjoy shopping in a comfortable atmosphere.

6. Classification of commerce-integrated areas by characteristics

(1) Number of establishments by characteristic classification

The around-station type (located around JR or private railway stations, excluding areas around streetcar or subway stations) accounts for 33.8% of the total number of retailing establishments in commerce-integrated areas, followed by the residential-hinterland type (areas having a residential or housing complex district in their hinterland) with 33.0%, the city-area type (located in a busy shopping or office building district in the center of a city) with 24.0%, the roadside type (located mainly along national routes or main roads in suburban areas) with 5.8%, and the other type (areas that cannot be classified into any of the above four categories, such as shopping districts in tourist resorts and those around shrines and temples) with 3.3%.

(2) Annual turnover by characteristic classification

The around-station type accounts for 40.5% of the total annual turnover of retailing establishments in commerce-integrated areas, followed by the city-area type with 24.5%, the residential-hinterland type with 23.7%, the roadside type with 9.3%, and the other type with 2.0%.

(3) Number of employees by characteristic classification

The around-station type accounts for 37.1% of the total number of employees of retailing establishments in commerce-integrated areas, followed by the residential-hinterland type with 28.7%, the city-area type with 23.2%, the roadside type with 8.3%, and the other with 2.6%.

(4) Storage space by characteristic classification

The around-station type accounts for 36.5% of the total storage space of retailing establishments in commerce-integrated areas, followed by the city-area type with 25.6%, and the residential-hinterland type with 24.4%.

As to per-establishment storage space, that of retailers in the roadside type is the largest at 236 ㎡. This can be attributed to the establishment of a large number of big shopping centers with huge floor spaces in the suburbs and along trunk roads in recent years. The next largest is that of retailers in the around-station type with 123 ㎡, followed by the city-area type with 122 ㎡, the residential-hinterland type with 89 ㎡, and the other type with 86 ㎡.

(5) Per-unit annual turnover by characteristic classification

Annual turnover per establishment is highest at retailers in the roadside type at 181.21 million yen, followed by that of the around-station type with 135.02 million yen, that of the city-area type with 115.32 million yen, that of the residential-hinterland type with 81.09 million yen, and that of the other type with 68.2 million yen.

As to per-employee annual turnover, that of retailers in the roadside type is the highest at 23.59 million yen, followed by that of the around-station type with 22.84 million yen, the city-area type with 22.14 million yen, the residential-hinterland with 17.28 million yen, and the other type with 16.01 million yen.

As to annual turnover per-1 ㎡, that of

retailers in the around-station type is the highest at 1.08 million yen, followed by that of the city-area type with 920,000 yen, the residential-hinterland type with 800,000 yen, the other type with 760,000 yen, and the roadside type with 700,000 yen.

Number of establishments, annual turnover, number of employees, and storage space by characteristic classification

Commerce-integrated areas Location characteristic	Number of establishments (stores)		Annual turnover (¥ million)		Number of employees (person)		Storage space (m^2)	
	1997	Com-position (%)	1997	Com-position (%)	1997	Com-position (%)	1997	Com-position (%)
Commerce-integrated areas	619,983	100.0	70,035,211	100.0	3,340,810	100.0	67,120,765	100.0
Around-station type	209,861	33.8	28,335,250	40.5	1,240,691	37.1	24,532,140	36.5
City-area type	149,002	24.0	17,183,513	24.5	776,178	23.2	17,187,728	25.6
Residential-hinterland type	204,369	33.0	16,572,417	23.7	958,892	28.7	16,402,334	24.4
Roadside type	36,047	5.8	6,532,084	9.3	276,849	8.3	7,401,719	11.0
Others	20,704	3.3	1,411,947	2.0	88,200	2.6	1,596,844	2.4

7. Breakdown by prefecture

--Number of commerce-integrated areas increased in 19 prefectures--

(1) Number of establishments by location characteristics

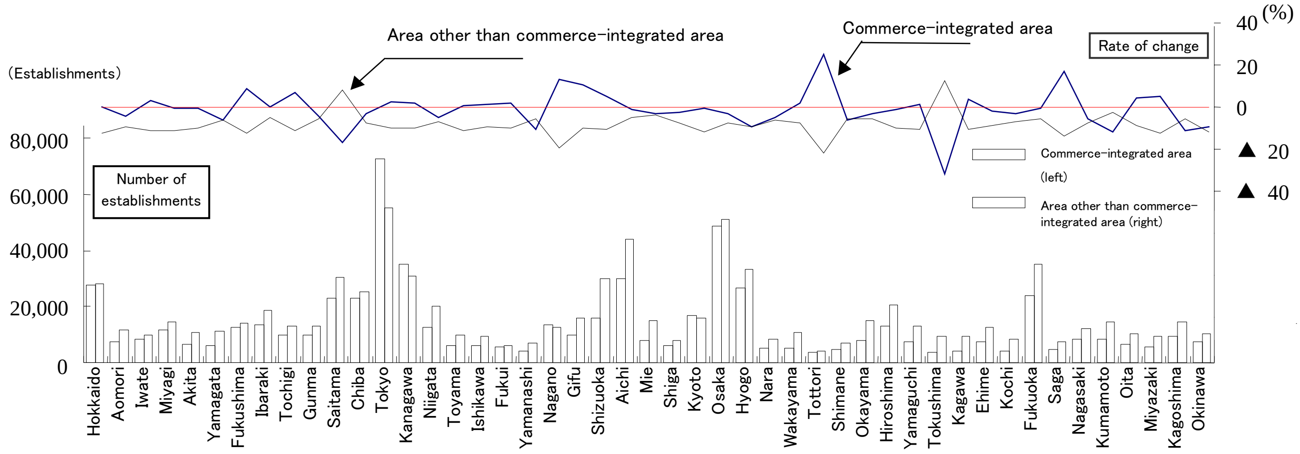
① By location characteristics, Tokyo accounts for 11.7% of the total number of retailing establishments in commerce-integrated areas, followed by Osaka (7.9%), Kanagawa (5.7%), Aichi, Hokkaido, Hyogo, Fukuoka, Saitama, Chiba and Kyoto in that order. These top 10 prefectures account for 52.9% of the total.

Tokyo also leads the pack in terms of the number of retailing establishments in areas other than commerce-integrated areas, accounting for 6.9% of the total, followed by Osaka (6.4%), Aichi (5.5%), Fukuoka (4.4%), Hyogo (4.2%), Kanagawa, Saitama, Shizuoka, Chiba and Hiroshima in that order. These top 10 prefectures account for 48.1% of the total.

② Compared with figures in the previous survey, the number of retailing establishments in commerce-integrated areas increased in 19 of the 47 prefectures, including Tokyo (up 2.3%), Kanagawa (up 1.8%), and Hokkaido (up 0.3%), and decreased in 28 prefectures, including Osaka (down 3.3%), Hyogo (down 9.4%), Aichi (down 1.2%), Saitama (down 16.9%), and Chiba (down 3.0%). Among the prefectures that posted sharp gains were Tottori (up 25.1%), Saga (up 17.1%), Nagano (up 13.3%), Gifu (up 10.9%), and Fukushima (up 9.0%).

The number of retailing establishments in areas other than commerce-integrated areas decreased in all prefectures except Tokushima (up 12.3%) and Saitama (up 8.4%).

Number of establishments by prefecture and by location characteristics and rate of change



(2) Number of establishments by characteristic classification in commerce-integrated areas

① By characteristic classification, Tokyo accounts for the largest percentage, or 20.2%, of the total number of retailing establishments in the around-station type of commerce-integrated areas, followed by Osaka (12.1%), Kanagawa (10.4%), Hyogo (5.7%), Chiba (4.9%) and Saitama (4.6%). All these prefectures have big cities with well-developed transportation means.

② Prefectures that have large numbers of retailing establishments in the city-area type of commerce-integrated areas are Hokkaido (5.7% of the total), Tokyo (5.0%), Aichi (4.6%), Hiroshima (3.7%), Hyogo (3.5%), Osaka (3.5%), and Fukuoka (3.5%). They are prefectures with a large population.

③ Prefectures that have a large number of retailing establishments in residential-hinterland type of commerce-integrated areas are Tokyo (10.3%), Osaka (8.4%), Aichi (6.1%), Hokkaido (4.9%), Kanagawa (4.7%) and Fukuoka (4.7%).

④ Prefectures that have a large number of retailing establishments in the roadside type of commerce-integrated areas are Nagano (6.3%), Aichi (5.8%), Hokkaido (5.4%), Tokyo (4.2%), Kumamoto (3.8%), and Hyogo (3.8%).

⑤ Prefectures that have a large number of retailing establishments in the other type of commerce-integrated areas are Kagoshima (8.1%), Hyogo (7.3%), Kumamoto (4.9%) and Hokkaido (4.0%).

[Topics]

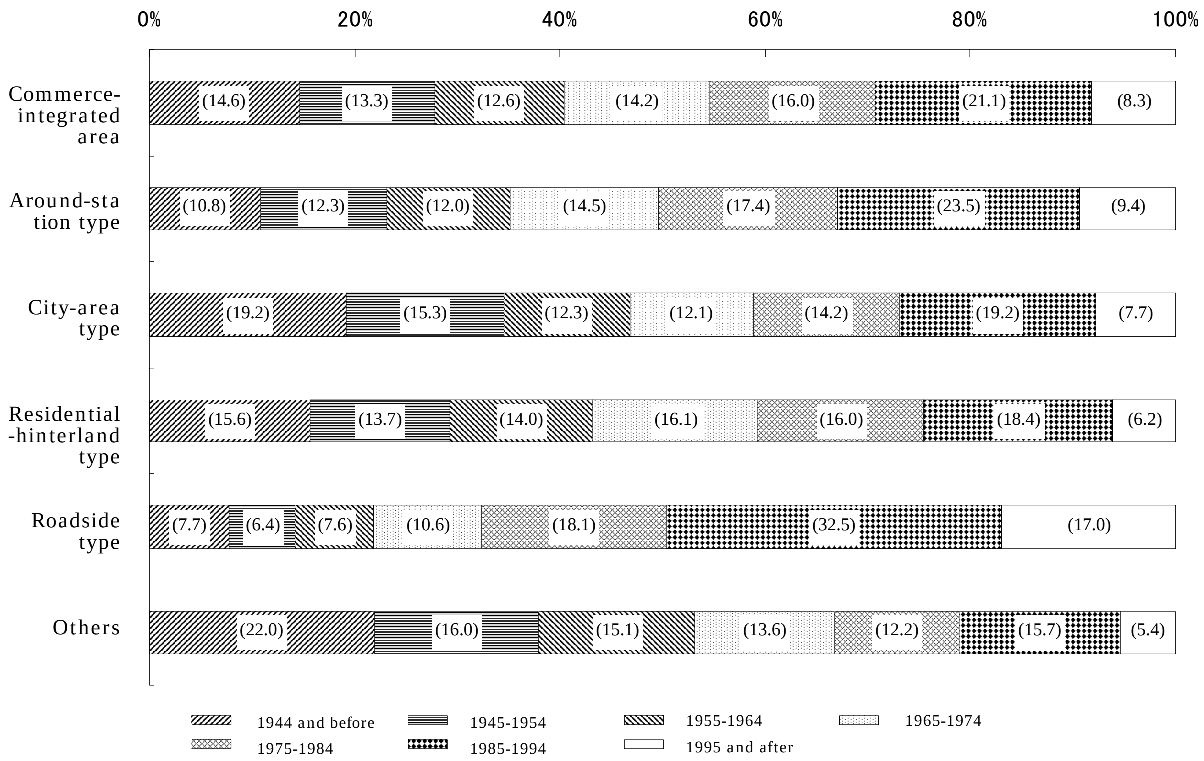
1. Number of establishments in commerce-integrated areas by year of setup

--More than 50% of the establishments in the residential and industrial areas were set up after 1975--

Many of the retailing establishments in the roadside type of commerce-integrated areas are relatively new, with more than 50% of them having been set up in or after 1985 and 17.0% of them in or after 1995. The ratio of new establishments in the around-station type of commerce-integrated area increases as the year progresses, with those established in or after 1975 accounting for 50.3%. As to establishments in the city-area type, those established between 1955 and 1964 and between 1965 and 1974 account for slightly more than 10% each and those established before 1944 and between 1985 and 1994 account for nearly 20% each. The ratio of new establishments in the residential-hinterland type increases as the year progresses. More than 50% of the establishments in the other type were set up before 1965.

As can be seen from the above, establishment years differ widely even within commerce-integrated areas. The high ratio of new establishments in the roadside type can be attributed to a rise, etc. in the number of large-scale retailing establishments in suburban areas against the background of changes in consumer behavior and the progress in motorization in recent years. The relatively high ratio of new establishments in the around-station type can be attributed to the redevelopment of areas around stations. By contrast, the high ratio of establishments set up before 1965 in the other type may be due to the fact that this category includes shopping areas with tradition and history that have been set up in tourist resorts or around shrines and temples and that, therefore, there are fewer new establishments and businesses closing.

Composition of the number of establishments in the commerce-integrated areas by year of setup



2. Number of establishments by type of business in the areas classified by location characteristic

--Number of specialty supermarkets, convenience stores increased sharply in almost all areas--

(1) Number of establishments by type of business

By location characteristic,

① Nearly 90% of the department stores are located in commerce-integrated areas, with the rest being located in areas other than commerce-integrated areas, including 6.3% in residential areas.

② As to general supermarket stores, 75.8% of them are located in commerce-integrated areas and 13.7% in residential areas.

③ As to specialty supermarket stores, 39.8% of them are located in residential areas, 36.8% in commerce-integrated areas, and 14.0% in other areas.

④ As to convenience stores, 38.8% of them are located in residential areas, 29.6% in commerce-integrated areas, and 19.9% in other areas.

⑤ As to other supermarket stores, 42.8% of them are located in commerce-integrated areas, 29.2% in residential areas, and 20.5% in other areas.

⑥ As to specialty stores, 47.1% of them are located in commerce-integrated areas, 28.4% in residential areas, and 14.5% in other areas.

⑦ As to semi-specialty stores, 38.2% of them are located in commerce-integrated areas, 27.6% in residential areas, and 25.7% in other areas.

⑧ As to other retailers, 33.5% of them are located in commerce-integrated areas, 28.9% in other areas, and 27.0% in residential areas.

By characteristic classification (against 100 for commerce-integrated areas),

① Roughly half, or 50.2%, of the department stores are located in the around-station type and 35.7% in the city-area type, with areas other than the above two accounting for less than 10% each.

② As to general supermarket stores, 40.4% of them are located in the around-station type, 23.0% in the city-area type, and slightly less than 20% each in the residential-hinterland and roadside types.

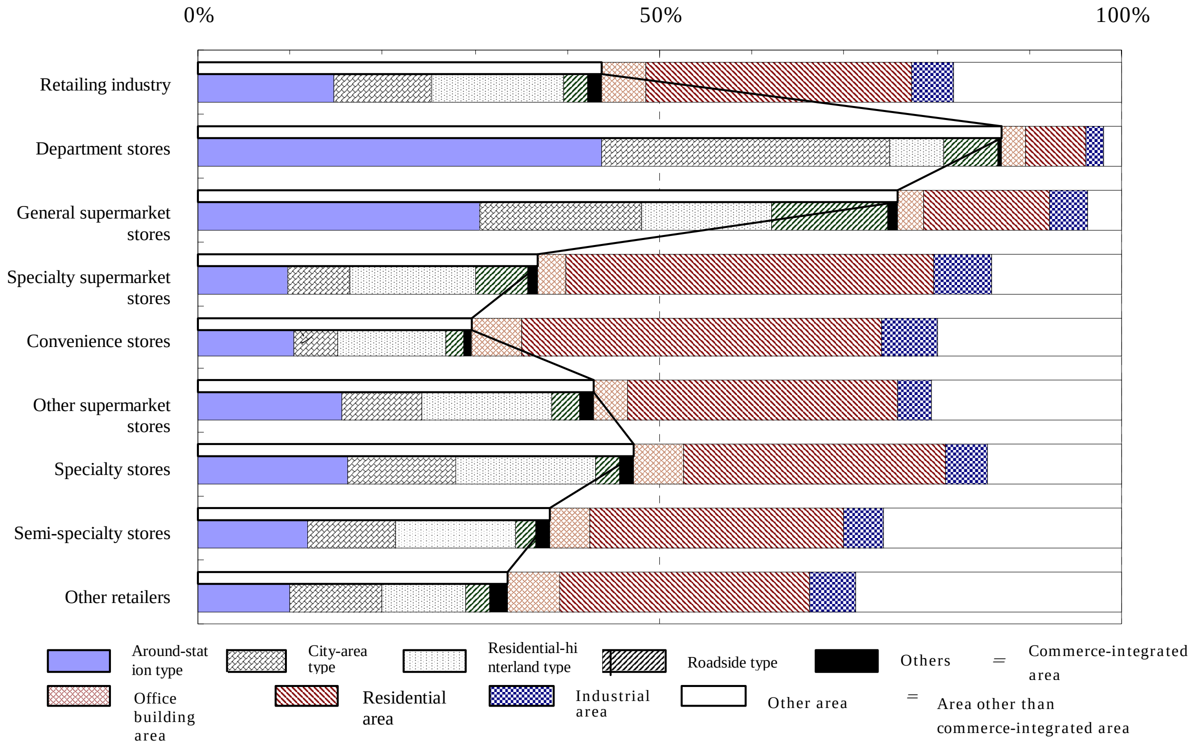
③ As to specialty supermarket stores, 36.7% of them are located in the residential-hinterland type, 26.7% in the around-station type, and 18.1% in the city-area type.

④ As to convenience stores, 39.3% of them are located in the residential-hinterland type, 35.4% in the around-station type, and 16.1% in the city-area type.

⑤ As to other supermarket stores, 36.7% of them are located in the around-station type, 33.0% in the residential-hinterland type, 20.0% in the city-area type, and 6.8% in the roadside type.

⑥ As to specialty and semi-specialty stores, 34.6% and 31.3% of them, respectively, are located in the around-station type, 32.2% and 34.4%, respectively, in the residential-hinterland type, 24.7% and 24.6% in the city-area type, with the roadside and other types accounting for less than 10% each.

Number of establishments by type of business and by location characteristic



Per-establishment annual turnover by type of business and by location characteristics

(In 10,000 yen)

Type of business	Total annual sales by each store (In 10,000 yen) 1997						
	Total	Commerce-integrated areas	Areas other than commerce-integrated areas	Office building areas	Residential areas	Industrial areas	Other areas
Total retailing sector	10,407	11,296	9,717	11,932	9,929	17,474	6,883
1. Department stores	2,241,647	2,491,629	572,416	1,365,700	371,687	474,510	204,444
(1) Large-scale department stores	2,569,395	2,648,730	961,826	1,861,971	x	x	248,900
(2) Other department stores	402,618	405,976	400,353	786,717	x	x	182,233
2. General supermarket stores	527,367	566,976	402,981	507,296	386,887	492,420	292,285
(1) Large-scale general supermarket stores	581,306	614,135	459,869	600,432	446,186	560,459	316,333
(2) Middle-scale general supermarket stores	283,536	300,030	255,612	321,024	241,407	291,884	209,625
3. Specialty supermarket stores	63,460	70,330	59,452	66,615	62,446	62,161	48,177
(1) Clothing specialty supermarket stores	25,362	33,137	19,153	30,204	19,118	18,207	17,413
(2) Foods specialty supermarket stores	83,800	95,499	77,141	80,825	81,955	87,370	58,640
(3) D.I.Y. specialty supermarket stores	45,014	45,512	44,753	54,886	43,800	51,458	41,372
4. Convenience stores	14,260	15,370	13,794	15,876	14,609	15,112	11,215
24-hour convenience stores	17,479	17,814	17,323	17,610	17,501	17,452	16,626
5. Other supermarket stores	8,272	9,466	7,379	9,468	8,043	9,198	5,727
Stores dealing with general merchandise	23,228	26,861	21,241	20,603	25,519	25,949	16,874
6. Specialty stores	7,105	6,125	7,978	9,849	7,382	15,098	6,244
(1) Clothing specialty stores	4,841	5,181	4,015	6,539	3,448	5,484	2,462
(2) Foods specialty stores	3,828	3,928	3,735	4,841	3,653	7,009	2,637
(3) D.I.Y. specialty stores	9,257	7,804	10,243	12,559	9,572	19,029	7,954
7. Semi-specialty stores	8,175	8,385	8,045	12,032	8,311	17,388	5,542
(1) Clothing semi-specialty stores	7,843	8,750	6,381	15,576	6,064	7,136	3,427
(2) Foods semi-specialty stores	5,020	5,745	4,712	6,985	5,618	9,440	3,116
(3) D.I.Y. semi-specialty stores	11,203	10,105	11,852	14,389	11,374	24,155	9,091
8. Other retailers	12,341	15,725	10,632	19,660	8,889	32,353	6,819
Stores dealing with general merchandise	11,956	13,236	11,278	20,275	9,295	34,149	7,337

As can be seen from the above, many of the department stores and general supermarket stores are located in commerce-integrated areas, while many of the other types of retailers are located in areas other than commerce-integrated areas. In either case, they are located in areas mostly within easy reach, such as in residential areas, the residential-hinterland type of commerce-integrated areas, the around-station type of commerce-integrated areas, or the city-area type of commerce-integrated areas.

Of the specialty and semi-specialty stores, many of those related to clothing are located in the around-station type of commerce-integrated areas. This is because they tend to open branches in large-scale retail stores.

(2) Per-establishment annual turnover by type of business

The per-establishment annual turnover of department stores, general supermarket stores, specialty supermarket stores and convenience stores in commerce-integrated areas is higher than in areas other than commerce-integrated areas. This is perhaps because there are many large-scale department stores and supermarket stores in commerce-integrated areas and because such stores are in an advantageous position to attract customers. Meanwhile, the per-establishment annual turnover of specialty or semi-specialty stores dealing mainly in D.I.Y. goods in areas other than commerce-integrated areas, such as industrial areas and office building areas, is higher than in commerce-integrated areas. This is perhaps because many of the retailers with a high annual turnover, such as automobile dealers, mass retailers of home electrical appliances, and gas stations, are located in such areas.

The per-establishment annual turnover of a convenience store is 153.7 million yen in commerce-integrated areas and 137.94 million yen in areas other than commerce-integrated areas. The per-establishment annual turnover in the areas that attract a relatively large number of customers is also high, such as office building areas (158.76 million yen) and industrial areas (151.12 million yen), while the comparable figure in other areas that includes farming and fishing villages is the lowest at 112.15 million yen.

The per-establishment annual turnover of convenience stores opening all day is 178.14 million yen in commerce-integrated areas and 173.23 million yen in areas other than commerce-integrated areas. Meanwhile, the per-establishment annual turnover of stores other than the all-day type (hereinafter referred to as “normal stores”) is 116.39 million yen in commerce-integrated areas and 96.13 million yen in areas other than commerce-integrated areas. In both cases, the per-establishment annual turnover in commerce-integrated areas is higher than in areas other than commerce-integrated areas. The difference by location characteristics in annual turnover among the all-day stores is small, suggesting location does not have a major impact on them, but in areas other than commerce-integrated areas, the difference in annual turnover between all-day stores and normal stores is relatively large.

The ratio of all-day stores to the total number of convenience stores in commerce-integrated areas is 60.4%, while the comparable figure in areas other than commerce-integrated areas is 54.2%.

Per-establishment annual turnover of Convenience stores by location characteristics