

Sample: built from fictional brands and fictional emails. It does not describe any real company or product.

Japan Industry Email Report (sample): Fashion & apparel

Period: 2026-06-23 to 2026-09-21 (date received, Japan Standard Time)

Coverage: 3 brands in Fashion & apparel — 132 marketing emails

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Key numbers

Emails per brand	Median max discount	Mention free shipping	Include a coupon
44.0	25%	38%	8%

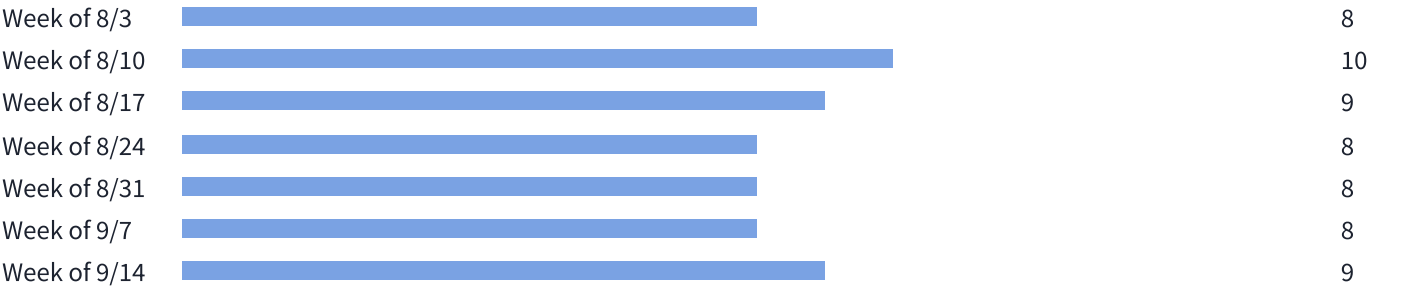
Reading this report in a Japanese context. Japanese online stores rely heavily on loyalty points ("point-up" campaigns that multiply the points a shopper earns) alongside price discounts, and free-shipping offers are a common lever. Seasonal gifting periods (Ochugen in summer, Oseibo at year-end) and the New Year sales (Hatsuuri, often with lucky bags called Fukubukuro) shape the calendar as much as Black Friday.

Emails by month

Month	Emails	Promotional	Max discount
June 2026	10	6	50%
July 2026	58	44	50%
August 2026	39	27	40%
September 2026	25	11	50%

Emails per week

Week of 6/22		8
Week of 6/29		12
Week of 7/6		10
Week of 7/13		16
Week of 7/20		13
Week of 7/27		13



Day of week and hour (JST)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon											4		3						2	2	2			
Tue											2		1						2	3	4	5		
Wed											2								2	3	4	2		
Thu											2		1						1	5	5	6		
Fri											2		6						2	8	7	3		
Sat											7		10						4	3	3	2		
Sun											1		4						1	3		3		

Email types and discounts

Type	Emails	Share
Sale	71	54%
Editorial / feature	13	10%
New arrivals	11	8%
Coupon	10	8%
Bestseller ranking	8	6%
Loyalty points boost	7	5%
Back in stock	6	5%
Notice	6	5%

Distribution of the maximum discount stated in each email

0-9%	10-19%	20-29%	30-39%	40-49%	50%+
0	15	26	15	10	5

Points campaigns: 5% of emails.

Subject lines

Avg. length (characters)	Brackets such as []	Contain numbers	Contain emoji	Contain "%"	Have preheader
20.8	42%	73%	17%	54%	95%

Japanese subject lines are counted in characters; a Japanese character carries roughly as much meaning as a short English word.

Most common words in subject lines

Word (Japanese)	Meaning	Emails	Share
OFF	OFF	81	61%
最大	up to	71	54%
スタート	starts	21	16%
新作	new	11	8%
クーポン	coupon	10	8%
ポイント	points	7	5%
再入荷	back in stock	6	5%
限定	limited	6	5%
会員	members	6	5%
本日	today	3	2%
残りわずか	almost gone	2	2%

Brand comparison

Brand	Category	Emails	Promotional	Max discount
ソラ (news.sora-demo.example)	Fashion & apparel	50	70%	50%
カゼ (mail.kaze-demo.example)	Fashion & apparel	48	60%	40%
アシタ (info.ashita-demo.example)	Fashion & apparel	34	71%	30%

Methodology

We subscribe to each brand's public newsletter with our own inboxes in Japan and analyze the emails received during the period. Types, discounts and deadlines are read automatically from subject lines and bodies; values we could not read are excluded. Emails sent only to members of specific tiers or based on purchase history are not covered, so the figures describe what a new subscriber receives, not a brand's whole email program. This report contains aggregated figures only; it does not reproduce email bodies or images. We are not affiliated with the brands in this report.