

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

Japan Year-End Season Email Report (sample)

Period: 2025-11-01 to 2026-01-08 (date received, Japan Standard Time)

Coverage: 12 brands — 364 marketing emails

Published by SweetLeap Inc. (Melmaga Zukan), Osaka, Japan. Generated 2026-09-27.

Key numbers

Emails per brand	Median max discount	Mention free shipping	Include a coupon
30.3	20%	57%	2%

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 per week

Week of 10/27		7
Week of 11/3		24
Week of 11/10		36
Week of 11/17		41
Week of 11/24		35
Week of 12/1		39
Week of 12/8		43
Week of 12/15		39
Week of 12/22		43
Week of 12/29		37
Week of 1/5		20

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	7	1	14					3	6	6	5	3		
Tue								2		2	6	2	13					2	6	6	8	4		

Wed		3		5	8	5	8			3	3	7	13	2	
Thu		3		2	3	2	13			3	2	4	4	3	
Fri		2			5		19			6	3	6	13	6	
Sat		3		1	11	2	11			3	7	8	8	8	
Sun				4	11	1	12			1	2	3	8	1	

Email types and discounts

Type	Emails	Share
Sale	229	63%
Back in stock	33	9%
Bestseller ranking	27	7%
Editorial / feature	24	7%
New arrivals	19	5%
Notice	19	5%
Coupon	9	2%
Loyalty points boost	4	1%

Distribution of the maximum discount stated in each email

0-9%	10-19%	20-29%	30-39%	40-49%	50%+
4	70	84	39	22	10

Points campaigns: 1% of emails.

When seasonal campaigns started

Black Friday (11 brands)

Brand	First email	Emails
コードモノ (mail.kodomo-demo.example)	Tue 11/18 10:00	4
ハナ (news.hana-demo.example)	Tue 11/18 12:30	6
コメヤ (news.komeya-demo.example)	Tue 11/18 17:00	4
カゼ (mail.kaze-demo.example)	Tue 11/18 19:30	6
オヤツ堂 (mail.oyatsu-demo.example)	Wed 11/19 11:00	6
アシタ (info.ashita-demo.example)	Wed 11/19 18:30	5
デンキ館 (info.denki-demo.example)	Wed 11/19 20:00	6
ゲンキ (shop.genki-demo.example)	Thu 11/20 12:00	3
ソラ (news.sora-demo.example)	Thu 11/20 20:30	6

イエノコト (news.ie-demo.example)	Fri 11/21 12:00	5
ミズ (mag.mizu-demo.example)	Fri 11/21 20:00	3

Cyber Monday (0 brands)

No emails mentioned this event.

Christmas (12 brands)

Brand	First email	Emails
ソラ (news.sora-demo.example)	Mon 12/01 12:00	15
ハナ (news.hana-demo.example)	Mon 12/01 12:00	13
ゲンキ (shop.genki-demo.example)	Mon 12/01 12:00	7
コメヤ (news.komeya-demo.example)	Mon 12/01 17:00	8
オヤツ堂 (mail.oyatsu-demo.example)	Tue 12/02 11:30	10
コドモノ (mail.kodomo-demo.example)	Tue 12/02 21:00	4
アシタ (info.ashita-demo.example)	Wed 12/03 10:00	7
デンキ館 (info.denki-demo.example)	Thu 12/04 10:30	14
イエノコト (news.ie-demo.example)	Fri 12/05 12:00	9
カゼ (mail.kaze-demo.example)	Fri 12/05 21:00	6
ミズ (mag.mizu-demo.example)	Wed 12/10 09:00	4
ペットノワ (news.pet-demo.example)	Sun 12/14 09:00	1

Year-end sale (12 brands)

Brand	First email	Emails
オヤツ堂 (mail.oyatsu-demo.example)	Mon 12/01 19:00	4
コドモノ (mail.kodomo-demo.example)	Wed 12/03 10:30	5
カゼ (mail.kaze-demo.example)	Thu 12/04 21:30	3
アシタ (info.ashita-demo.example)	Sat 12/13 18:30	2
ハナ (news.hana-demo.example)	Fri 12/19 12:00	3
デンキ館 (info.denki-demo.example)	Sun 12/21 10:30	6
ソラ (news.sora-demo.example)	Fri 12/26 12:00	3
コメヤ (news.komeya-demo.example)	Fri 12/26 17:30	1
ミズ (mag.mizu-demo.example)	Sun 12/28 09:00	1
イエノコト (news.ie-demo.example)	Sun 12/28 12:00	1
ゲンキ (shop.genki-demo.example)	Mon 12/29 07:30	1
ペットノワ (news.pet-demo.example)	Wed 12/31 09:30	1

New Year sales (Hatsuuri) (11 brands)

Brand	First email	Emails
ゲンキ (shop.genki-demo.example)	Thu 01/01 12:00	5
ソラ (news.sora-demo.example)	Thu 01/01 20:00	6
ハナ (news.hana-demo.example)	Fri 01/02 12:30	4
イエノコト (news.ie-demo.example)	Fri 01/02 12:30	2
コメヤ (news.komeya-demo.example)	Fri 01/02 17:30	2
オヤツ堂 (mail.oyatsu-demo.example)	Fri 01/02 19:00	3
アシタ (info.ashita-demo.example)	Sat 01/03 10:00	3
デンキ館 (info.denki-demo.example)	Sat 01/03 20:30	4
ミズ (mag.mizu-demo.example)	Mon 01/05 09:30	2
カゼ (mail.kaze-demo.example)	Mon 01/05 19:00	1
コドモノ (mail.kodomo-demo.example)	Tue 01/06 10:00	1

By category

Category	Brands	Emails	Per brand	Promotional	Median discount	Free shipping
Fashion & apparel	3	101	33.7	69%	25%	59%
Beauty & health	3	96	32.0	65%	20%	53%
Food & drink	2	56	28.0	70%	15%	64%
Electronics & PCs	1	50	50.0	70%	20%	58%
Home & living	1	30	30.0	67%	30%	57%
Baby & kids	1	23	23.0	57%	15%	48%
Pets	1	8	8.0	38%	15%	25%

Subject lines

Avg. length (characters)	Brackets such as 【】	Contain numbers	Contain emoji	Contain "%"	Have preheader
22.1	58%	74%	20%	63%	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	238	65%
最大	up to	229	63%
クリスマス	Christmas	98	27%

ブラックフライデー	Black Friday	54	15%
再入荷	back in stock	33	9%
初売り	New Year sale	33	9%
年末	year-end	31	9%
スタート	starts	23	6%
新作	new	19	5%
限定	limited	19	5%
会員	members	19	5%
残りわずか	almost gone	18	5%
クーポン	coupon	9	2%
ポイント	points	4	1%
ギフト	gift	4	1%

Appendix: brands

Brand	Category	Emails	Promotional	Max discount
デンキ館 (info.denki-demo.example)	Electronics & PCs	50	70%	30%
ソラ (news.sora-demo.example)	Fashion & apparel	42	83%	50%
ハナ (news.hana-demo.example)	Beauty & health	41	78%	30%
オヤツ堂 (mail.oyatsu-demo.example)	Food & drink	35	66%	20%
ゲンキ (shop.genki-demo.example)	Beauty & health	33	58%	50%
カゼ (mail.kaze-demo.example)	Fashion & apparel	33	55%	40%
イエノコト (news.ie-demo.example)	Home & living	30	67%	40%
アシタ (info.ashita-demo.example)	Fashion & apparel	26	65%	30%
コドモノ (mail.kodomo-demo.example)	Baby & kids	23	57%	30%
ミズ (mag.mizu-demo.example)	Beauty & health	22	50%	20%
コメヤ (news.komeya-demo.example)	Food & drink	21	76%	30%
ペットノワ (news.pet-demo.example)	Pets	8	38%	20%

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.