

1. RATIO OF WHOLESALERS
2. SALES PER STORE IN WHOLESALE TRADE
3. DISTRIBUTION OF DEPARTMENT STORES, SUPERMARKETS, ETC.

**1. Ratio of Wholesalers**

The number of wholesalers as of June 1, 1970, was 256,000, up 6.9% from 1968.

The ratio of wholesalers to all types of stores was 11.9%.

The ratio of wholesalers stood at 51.6% in Tyūō Ku, Tōkyō Prefecture; 46.8% in Tiyoda Ku, Tōkyō Prefecture; 40.1% in Naka Ku, Nagoya Si; 69.6% in Higasi Ku, Ōsaka Si; 55.9% in Nisi Ku, Ōsaka Si; 42.9% in Naniwa Ku, Ōsaka Si; and 42.8% in Hukusima Ku, Ōsaka Si, suggesting that the ratio is high particularly in the downtown sections of major cities. The ratio is also high in cities with local industries.

On the other hand, there are 240 Si, Mati and Mura where there are no wholesalers, and they account for 7% of all Si, Mati and Mura in the whole nation.

Of the wholesalers, 49,000 (16.0%) are engaged in wholesale of machinery and equipment, 38,700 (15.1%) in the wholesale of food and beverages and 27,300 (10.7%) in the wholesale of farm, livestock and fishery products.

The percentage of increase in the number of wholesalers from 1968 was high for the wholesalers of drugs, toiletries and toilet goods with 11.8%, wholesalers of machinery and equipment with 11.2% and wholesalers of furniture, and household furnishing with 10.6%, but the percentage remained practically the same for the wholesalers of dry goods and also those of minerals and metals.

In regard to the number of employees per wholesaler, 28.5% of all the wholesalers had 5-9 employees; 23.0%, 3-4 employees; 20.3%, 1-2 employees; and 16.0%, 10-19 employees.

**Salient Points of the Legend and Map Compilation**

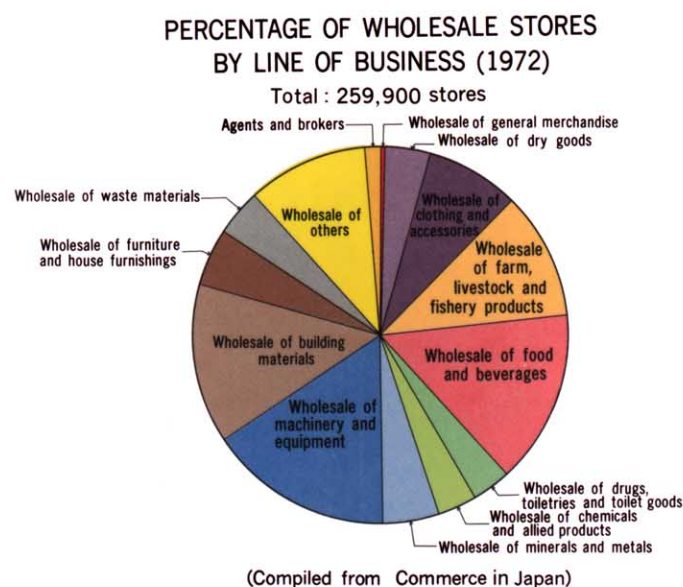
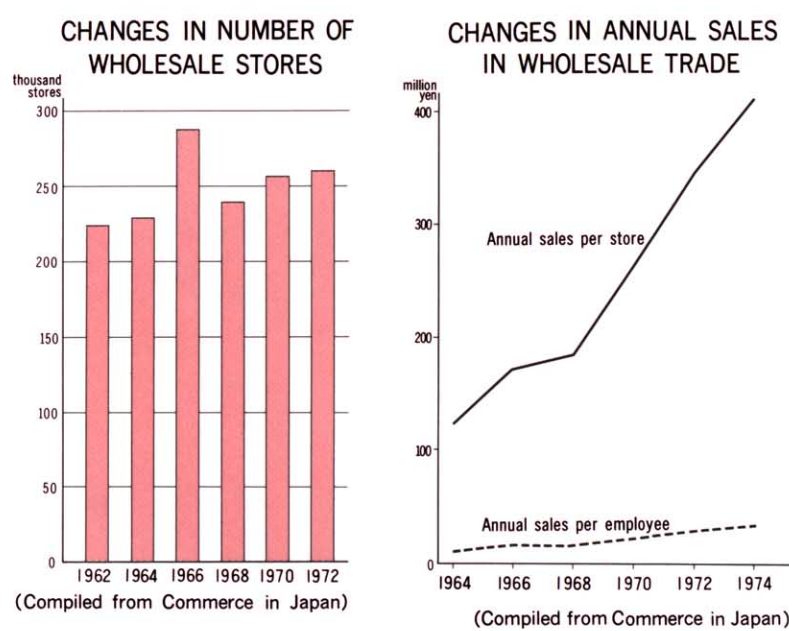
This map indicates the ratio of wholesalers to all types of stores as of June 1, 1970. Agents and brokers were included in the category of wholesalers.

**Sources**

1. Ministry of International Trade and Industry, Census of Commerce, Vol.2, Report by Industry, 1970.
2. Ministry of International Trade and Industry, Commerce in Japan, 1973.

**2. Sales Per Store in Wholesale Trade**

The proceeds per wholesaler in the period extending from June 1, 1969, to May 31, 1970, averaged ¥347,730,000, up ¥80,400,000 or 30.1% over 1968. By line of business, the wholesalers of general merchandise (business establishments which deal with a wide variety of merchandise with more than 100 persons placed in regular employment) sold merchandise to the tune of ¥139,971,180,000 per store. The proceeds per store of other types of wholesalers were ¥206,100,000. By line of business, the proceeds per store were ¥983,720,000 for the wholesalers of minerals and metals ¥716,600,000 for the wholesalers of dry goods, and ¥406,050,000 for the wholesalers of machinery and equipment. By community, many wholesalers of general merchandise are concentrated in Tōkyō Prefecture, where the proceeds per store were ¥2,042 million for Tiyoda Ku, ¥1,646 million for Minato Ku and ¥1,428 million for Tyūō Ku. The proceeds per store stood at more than ¥1,000 million each



for Higasi Ku and Nisi Ku of Ōsaka Si and Naka Ku of Nagoya Si, and they were generally high in the seats of prefectural governments.

**Salient Points of the Legend and Map Compilation**

This map shows the proceeds per store of general wholesalers (excluding agents and brokers) as of June 1, 1969. However, it is to be noted that the proceeds were for the year preceding the survey. In the event that there was only one or two stores in one Si, Mati or Mura, the statistical data were not published to protect their financial status. For this map, such Si, Mati or Mura was looked upon as Si, Mati or Mura for which no statistical data had been published.

**Sources**

1. Ministry of International Trade and Industry, Census of Commerce, Vol. 2, Report by Industry, 1970.
2. Ministry of International Trade and Industry, Commerce in Japan, 1973.

**3. Distribution of Department Stores, Supermarkets, Etc.**

The number of department stores as of December 31, 1972, was 291, and their counter space measured 3,750,000 m<sup>2</sup>. The number of department stores increased by 26 from 1970.

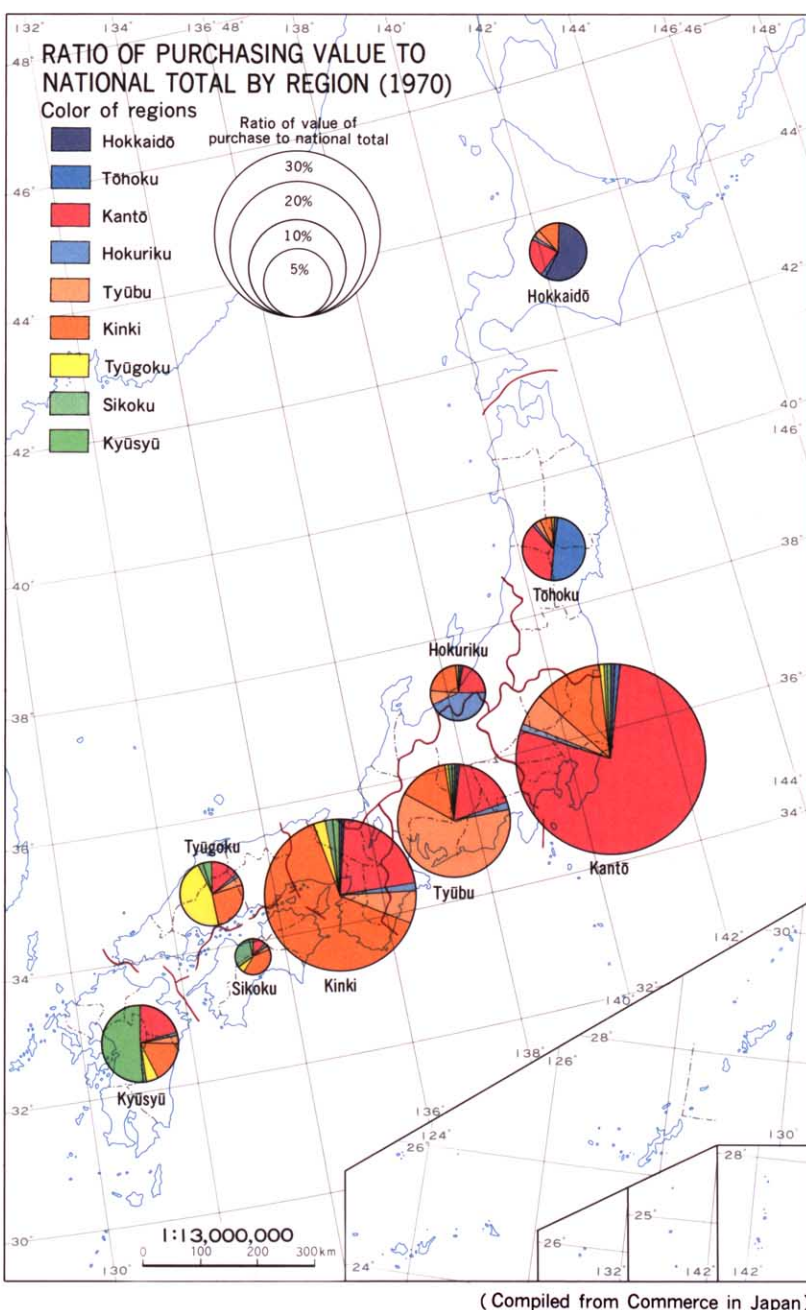
The number of self-service stores was registered at 10,634 as of May 1, 1972, and this number accounts for 0.7% of the total number of retail stores. The counter space of self-service stores measured 5,590,000 m<sup>2</sup>. Their number increased by 1,231 from 1970 and by 3,572 from 1968.

By counter space, 52 department stores had a total counter space of more than 20,000 m<sup>2</sup> and 78 stores had 10,000-20,000 m<sup>2</sup>. In the category of self-service stores, 588 stores had a total counter space of more than 1,500 m<sup>2</sup> and 733, 10,000-15,000 m<sup>2</sup>. The annual proceeds in 1972 were ¥2,669,000 million for department stores and ¥2,447,600 million for self-service stores. Of these, the annual sales of self-service stores each with a counter space of more than 1,000 m<sup>2</sup> were registered at ¥1,114,000 million. The ratios of the annual proceeds by these three categories of stores to those of all retail stores stood at 9.5%, 8.7% and 4.0%.

The monthly average proceeds per square meter of counter space and per employee were ¥59,000 and ¥1,383,000 respectively. Classified by location of the department store, these two types of monthly average proceeds were ¥85,000 and ¥1,803,000, respectively, in major cities and ¥40,000 and ¥1,020,000, respectively, in other cities.

The annual proceeds per square meter of counter space and per employee by self-service stores were ¥440,000 and ¥11,820,000, respectively.

The fact-finding survey conducted on October 1, 1971, of sales in easy payments reveals that the annual sales of credit stores were registered at ¥134,600 million and these stores totaled 268. Of these, credit stores each with a total counter space of more than 1,000 m<sup>2</sup> accounted for about 14%. Each credit store had two branch stores on the average.



**Salient Points of the Legend and Map Compilation**

This map shows the distribution of department stores, credit stores, supermarkets, etc., each with a total counter space of 1,000 m<sup>2</sup> and over.

Department store: Of the department stores which are categorized according to the classification of industry (department stores dealing with a wide variety of merchandise related to food, clothing and shelter with more than 50 persons in employment), this map represents those to which the Department Store Law is applicable—i.e., with a total floor space of more than 1,500 m<sup>2</sup> in one and the same store (with a total space of more than 3,000 m<sup>2</sup> in the Big Six Cities and ordinance designated cities).

Credit store: Of the credit stores (retail stores with more than 50% of whose annual proceeds come from sales in easy payments), this map represents the department stores which are engaged exclusively in sales by easy payments.

Supermarkets, etc.: Of all the self-service stores (retail stores which have a total counter space of more than 100 m<sup>2</sup> and with more than 50% of their merchandise sold in a self-service system), this map represents large-sized supermarkets (including food supermarkets), "super stores" (clothing supermarkets), discount stores, general merchandise stores, variety stores, etc., which have a large volume of sales over ¥100 million a year.

**Sources**

1. The Syōgyōkai Publishing Company Ltd., Japan Supermarket Directory, 1975.
2. K.K. Japan Marketing Education Center, List of Stores Introduced in the National Big Stores' Map, 1971.
3. Ministry of International Trade and Industry, Commerce in Japan, 1973.
4. Ministry of International Trade and Industry, Statistical Yearbook on Sales by Department Stores, 1972.
5. Ministry of International Trade and Industry, Statistical Table on Self-service Stores, 1972.

