

【長崎大学経済学部ディスカッション・ペーパー・シリーズ】

DISCUSSION PAPER SERIES

Faculty of Economics, Nagasaki University

No.2012-03 (May 2012)

小売業の現状とデフレ下の個人消費構造

Present retail trade and personal consumption structure under deflation

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Abstract:

Overseas presence in the retail trade motion currently accelerated. In this paper, we review personal consumption structure under deflation process in domestic market and present retail trade trends, clarified to the future direction. Concluding speaking, nominal personal consumption reveals the trend in deflation. Durable goods, half-durable goods, non-durable goods and services expenditure have declined. On the other hand, real personal consumption has increased. In other words, real personal consumption increases by the deflator of durable goods declined significantly. Even commercial sales in recent years largely remained flat. The total sales of large-scale retail (supermarket and department store) and convenience store showed downward trend. In response to the situation of such domestic demand decrease requires accelerate the movement of overseas presence in the retail trade. Two directions have mentioned. One is asked full scale merit of sales, procurement and logistics cost reduction. Restructuring in the retail trade, including M & A and business alliances have required. Another one of the strategies is a speed up into overseas markets to capture the demand of personal consumption in growing economies.

JEL Classification: E01, E21, E31, C81

Key words: retail trade, overseas market, personal consumption structure, deflation