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Japanese restaurant sales growth slowed to 1.9% in October

Every region posted a year-over-year decline in the final week of the month, with an average drop of 4.1%

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Nominal sales growth at Japanese restaurant businesses tracked by the POS+ point-of-sale panel slowed in October 2026, even as cashless payments continued to gain ground.

POSTAS, which publishes transaction data from restaurant operators using its POS+ mobile point-of-sale system, said on Wednesday, November 11, that October sales rose 1.9% from a year earlier. That was slower than the 2.9% year-over-year increase reported for September, a deceleration of 1.0 percentage point.

The figures reflect sales in value terms, not transaction volume, and the company said its report does not separate how much of the change came from menu prices and how much came from customer traffic or spending patterns. The data are also presented as an index rather than as a total yen sales figure.

The October slowdown was especially visible at the end of the month. In the week of October 26, every region in the panel recorded sales below the level of the comparable week in 2025, according to the report. The average decline across regions was 4.1% from a year earlier.

Even with that late-month drop, the full month remained in positive territory on a year-over-year basis. That suggests earlier weeks in October were strong enough to offset the weaker finish, though the report did not provide a detailed weekly breakdown for

the entire month or identify a single reason for the softer close.

The report also showed a further shift toward electronic payments. The share of cashless transactions in the panel rose to 58.6% in October from 58.1% in September, an increase of 0.5 percentage point. That indicates more than half of recorded payments at the surveyed restaurants were made through non-cash methods such as cards or digital payment services.

Because the data come from restaurants using the POS+ system, the results offer a snapshot of activity within that network rather than a full measure of Japan’s entire restaurant industry. Even so, the panel provides a current view of sales and payment behavior at participating establishments and can show changes in consumer spending patterns at restaurants from month to month.

The October data point to a mixed picture for the sector. Sales continued to grow from a year earlier on a nominal basis, but the pace weakened from September, and the end of the month showed broad-based softness across regions. At the same time, cashless payment use continued to edge higher, extending a longer shift in how customers pay at restaurants.

POSTAS released the figures as part of its monthly report on restaurant sales and payment methods. The company based the report on transaction data from its own panel of food service establishments. The publication did not provide an aggregate national sales amount in yen and did not offer a breakdown showing whether the slower sales growth reflected lower customer counts, lower average spending, or a change in pricing.