vinetur

Japanese restaurant sales rose 8.2% in October

A 5.0% increase in customer visits and a 3.1% rise in spending per diner drove the stronger month

Wednesday, November 25, 2026



Sales at Japanese restaurants tracked by the Japan Foodservice Association rose 8.2% in October from a year earlier, giving the hospitality industry a stronger month on both customer traffic and spending per visit.

The association said the result came from a 5.0% increase in the number of customers and a 3.1% rise in average spending per customer. For restaurant operators, that means October growth was supported by more people going out to eat as well as higher check sizes, rather than by only one of those factors.

The monthly survey covered 231 member companies operating 36,794 outlets across Japan. The association’s series includes new store openings, which means the figures reflect total sales across the reporting panel and not only like-for-like performance at existing locations. That distinction matters for hospitality investors and operators because part of the gain can come from network expansion as well as stronger trading at stores already in business.

Even with the broad increase, not every segment matched the overall pace. Sales at pubs and izakaya operators in the panel rose 5.4% in October, below the 8.2% gain for the full group. That indicates slower momentum in a part of the restaurant market that still expanded, but not as quickly as the wider panel.

The October reading is important for Japan’s foodservice industry because it shows demand improving on two fronts at once. Higher customer counts usually point to healthier foot traffic, while a higher average ticket suggests diners were willing to spend more each time they visited. Taken together, those trends give restaurant companies a firmer revenue base than an increase driven only by price or only by traffic.

The Japan Foodservice Association figures also offer a market-level view rather than a company-by-company comparison. The association reported aggregate performance by its member-company panel, so the data should be read as an indicator of conditions in the restaurant market covered by the survey, not as evidence that every brand or chain performed the same way in October.

The Japanese data stood in contrast to a weaker October reading in Italy. On Tuesday, November 24, Confimprese said its consumer observatory with Jakala showed restaurant sales in Italy down 3.0% from a year earlier, while total market consumption fell 2.3%. The Italian report said the cumulative change for the first 10 months of the year was -0.7%.

Confimprese said the downturn in Italy extended beyond restaurants. Clothing and accessories fell 4.6% in October, while other retail edged up 0.4%. By channel, shopping centers were down 1.7%, neighborhood stores fell 2.3% and high streets declined 3.7%, according to the group.

Mario Resca, president of Confimprese, said Italian households were still spending but had become more selective about where, when and for what they spent their money. The group said hopes for a broader pickup were tied to Black Friday demand, with 93% of consumers saying they expected to shop and 21% planning to spend more than a year earlier.

Because the Japanese and Italian reports are based on different panels in different markets, they are not directly comparable. Even so, the two October readings show how uneven restaurant demand remains across major consumer economies, with Japan’s surveyed operators posting clear top-line growth while Italy’s restaurant market moved in the opposite direction.