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Japan’s restaurant sales rose 8.2% in October

Higher traffic and spending per visit drove the gain, with outlet growth easing to 1.0%

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Japan’s restaurant industry increased sales by 8.2% in October from a year earlier, supported by both a larger number of customers and higher spending per visit, according to a monthly industry survey released by the Japan Foodservice Association on Wednesday, November 25.

The association said customer traffic rose 5.0% from October 2025, while average spending per customer increased 3.1%. Together, those gains pushed overall sales growth above the 7.3% year-over-year increase recorded in September.

The October data point to stronger demand even as the pace of store expansion slowed. The number of locations in the survey increased 1.0% from a year earlier, down from 1.2% growth in September. That suggests a bigger share of the sales improvement came from existing operations attracting more visits and generating more revenue per customer rather than from a faster increase in outlet count.

The survey covered 231 foodservice companies operating 36,794 establishments in Japan, including newly opened locations. The association reported nominal year-over-year changes and compared sales excluding taxes. It did not publish absolute yen totals.

By segment, fast-food chains posted the strongest sales growth in October, with revenue up 8.9% from a year earlier. Family restaurants reported a 7.6% increase. Pubs and izakayas, a category that has faced a slower recovery than some other parts of the market in recent years, recorded a 5.4% gain.

The association said the calendar supported business conditions in October because the month included one more Saturday than in the same month a year earlier. For restaurants, weekends can have a strong effect on sales, especially in segments tied to family dining, leisure traffic and evening outings.

The 3.1% rise in average spending per customer does not measure inflation on its own. The association’s figure reflects a mix of menu prices and what customers chose to buy, including differences in product mix, order size and visit patterns. That means the increase can signal both price effects and consumers spending more per outing.

The report adds to evidence that Japan’s foodservice sector continued to grow in October despite a more moderate increase in the number of outlets. With sales growth accelerating by 0.9 percentage points from September to October and location growth easing by 0.2 points, the latest figures show stronger revenue momentum was driven mainly by demand at the store level. The combination of higher traffic and higher spending per visit gave restaurant operators a broader base for revenue growth across much of the market.

The Japan Foodservice Association publishes the survey as a monthly snapshot of business conditions across the industry. Because the results include new openings, the data help distinguish between growth coming from customer demand, growth tied to higher spending per visit and growth supported by a larger store network. In October, all three factors moved in a positive direction, but the association’s figures show demand and ticket size played the bigger role while the expansion of the restaurant network moderated.