

## Executive Summary

This country fact sheet provides key trade- and investment-related statistics for Japan. Specifically, it shows Japan's trade and investment flows with both South Africa and the Western Cape, including an analysis of top markets and products. The report highlights the largest and fastest-growing products and their sub-sectors. It also looks at tourism trends between Japan and South Africa, and those relating to Japan and the Western Cape.

## Economic Overview

Japan is a major economy in Asia and a member of the G20 countries. In 2024, the country's gross domestic product (GDP) was valued at USD4.61trn, representing a y-o-y growth of 0.22%, up from the USD4.60trn in 2023. Japan's economy is largely service-driven; the tertiary sector accounted for 73.08% of the economy's gross value added (GVA) in 2024, led by financial intermediation, real estate, renting, and business activities.

## Trade

In 2024, South Africa's exports to Japan were valued at USD4.92bn, representing a -15.36% y-o-y contraction from the USD5.82bn recorded in 2023. The country's imports from Japan totalled USD1.93bn in 2024, amounting to a -17.23% y-o-y decline from a cost of USD2.34bn incurred in 2023.

Platinum, Palladium, Rhodium, and Iridium, unwrought or in semi-manufactured forms, were South Africa's top exported products to Japan in 2024, valued at USD 2,804.82 million (equivalent to USD2.8 billion). The country's main imported product from Japan was original equipment components, costing USD574.53m which was equivalent to 29.72% of the cost of South Africa's total imports from Japan in 2024.

The Western Cape's export receipts from trade with Japan totalled USD94.53m in 2024, which represented a decline of -33.88% y-o-y from the USD142.98m earned in 2023. Similarly, the value of the Western Cape's imports from Japan declined by 56.85% y-o-y to a cost of USD31.73m in 2024, down from USD73.53m incurred in 2023.

The province's leading export product to Japan in 2024 was plants and parts of plants (including seeds and fruits). At a value of USD18.32m, this was equivalent to 19.38% of the value of the province's exports to Japan in 2024. In the same year, the province's leading imported product from Japan was instruments and appliances used in medical, surgical, dental, or veterinary sciences, valued at USD4.45m.

## Investments

Between January 2015 and August 2025, 50 foreign direct investment (FDI) projects from Japan materialised in South Africa, amounting to a total capex of USD1.97bn. These investments in South Africa were in diverse sectors and generated 8,670 jobs in total. Over the same period between January 2015 and August 2025, three FDI projects from Japan were realised in the Western Cape, worth a total capex of USD27.20m (fDi Markets, a service from *The Financial Times*, 2025. All Rights Reserved).

## Tourism

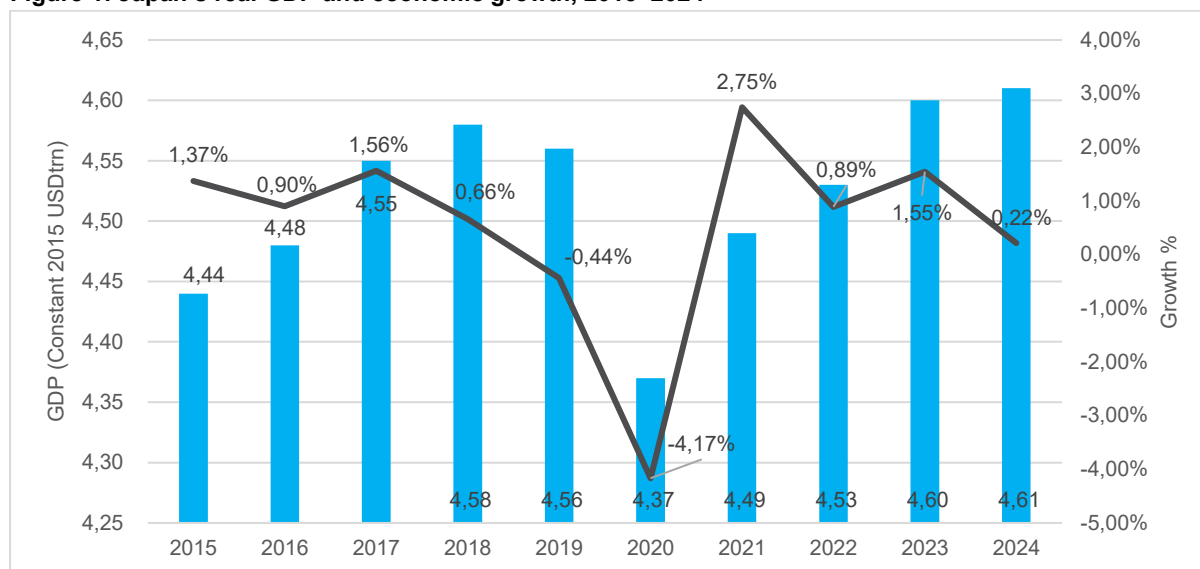
In 2024, South Africa welcomed 17,370 tourists from Japan, reflecting a 31.83% y-o-y increase compared to 2023. Whereas, in 2024, a total of 5,165 Japanese tourists visited the Western Cape, representing a 15.99% year-on-year increase over 2023.

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## 1. Economic Overview

Japan is a major Asian economy and a member of the G20 countries. In 2024, the country's gross domestic product (GDP) was valued at USD4.61trn, representing a y-o-y growth of 0.22%, up from the USD4.60trn recorded in 2023. This is shown in Figure 1. From 2015 to 2024, the GDP grew modestly from USD4.44trn to USD4.61trn, representing a 3.83% growth over these ten years. The economy contracted in 2 of the 10 years under review, including consecutive years of decline from 2019 to 2020. The most severe economic contraction occurred in 2020, when GDP fell by -4.17% to USD4.37trn, reflecting both the impact of the global Covid-19 pandemic and Japan's pre-existing economic vulnerabilities.

**Figure 1: Japan's real GDP and economic growth, 2015–2024**

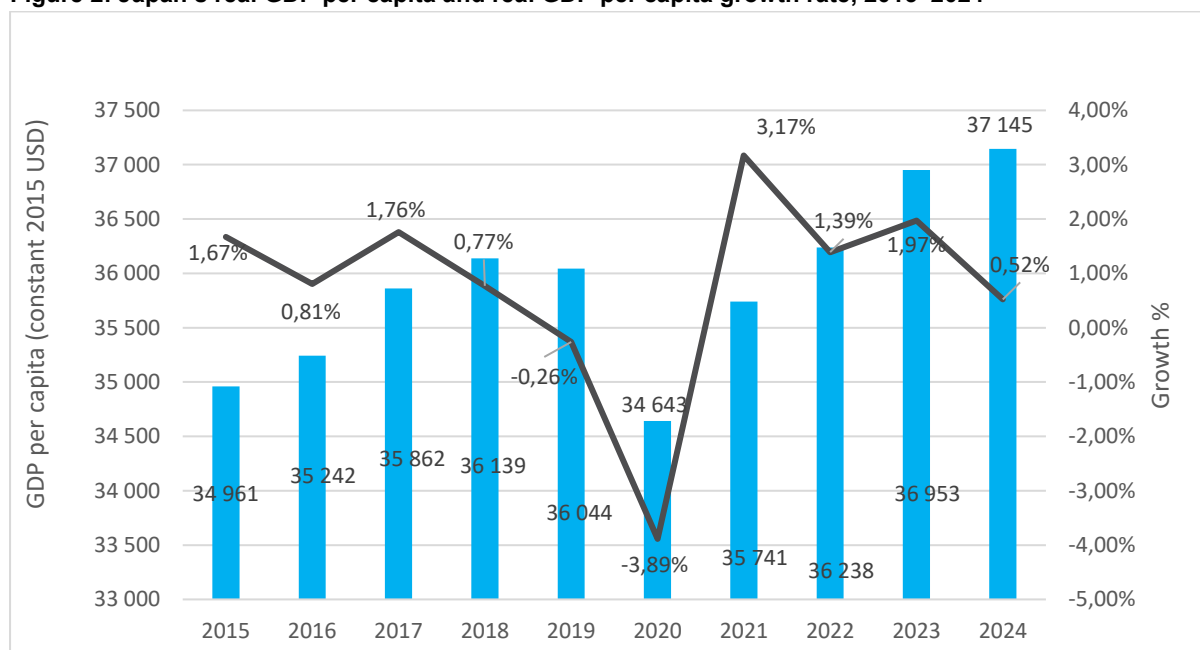


Source: World Bank (2025)

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Figure 2 demonstrates that Japan's GDP per capita has increased over the past decade, up from USD34,961 in 2015 to USD37,145 in 2024, representing an average annual growth of 6.25% over this period. The country's per capita GDP of USD37,145 in 2024 represented a 0.52% y-o-y growth from USD36,953 recorded in 2023. Japan's economy faced some challenges in maintaining per capita income growth, with GDP per capita contracting in two of the 10 years under review, mirroring the national economy's real GDP.

**Figure 2: Japan's real GDP per capita and real GDP per capita growth rate, 2015–2024**

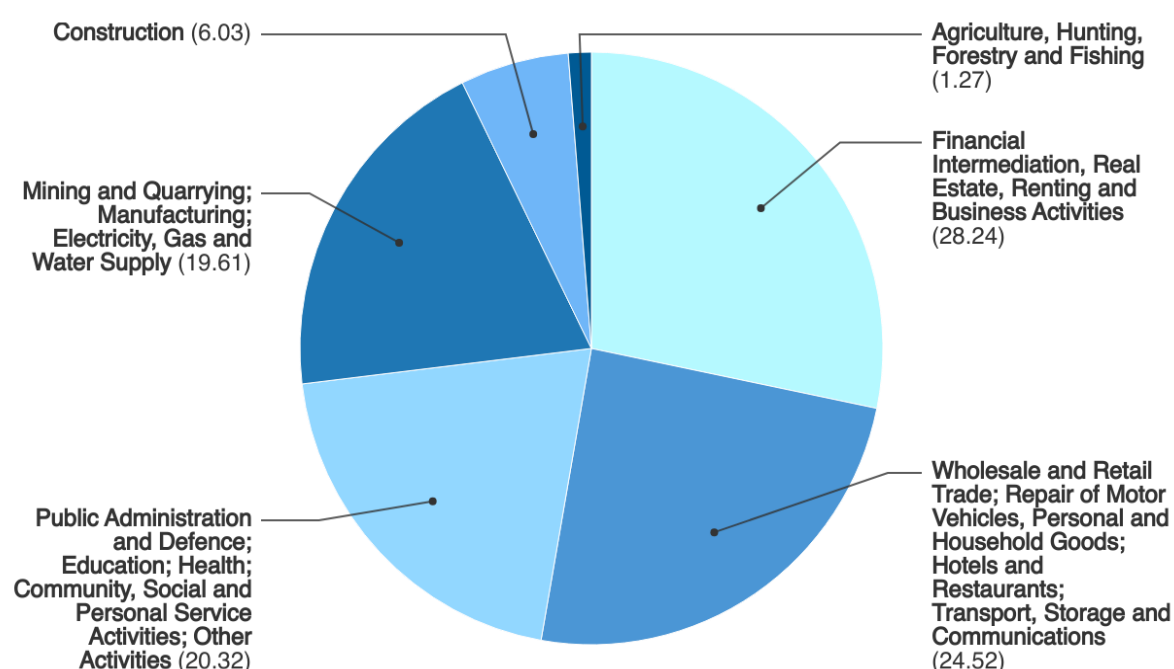


Source: World Bank (2025)

The tertiary sector accounted for 73.08% of the economy's GVA in 2024, led by the sector involving financial intermediation, real estate, renting and business activities. This sector accounted for a share of 28.24% of the country's GVA. This was followed by wholesale and retail trade; repair of motor vehicles, personal and household goods; hotels and restaurants; transport, storage and communications; and other activities, which made up 24.52% of GVA. Public administration and defence; education; health; community, social and personal service activities contributed a share of 20.32%. These figures reflect Japan's reliance on consumer services and demonstrate a substantial public sector footprint in national output.

The secondary sector, comprising mining and quarrying, manufacturing, electricity, gas and water supply, contributed 19.61% to GVA. This underscores the continued importance of Japan's industrial base, particularly in automotive assembly, food processing, and steel production. The primary sector, represented by agriculture, hunting, forestry, and fishing, accounted for only 1.27% of GVA. While this is modest compared to other sectors, it is typical for highly developed economies. Japan's agricultural output remains globally significant, especially in commodities like beef, soybeans, wheat, and corn, though its share of GVA is relatively small.

**Figure 3: Sectoral contributions to Japan's GVA (%), 2024**



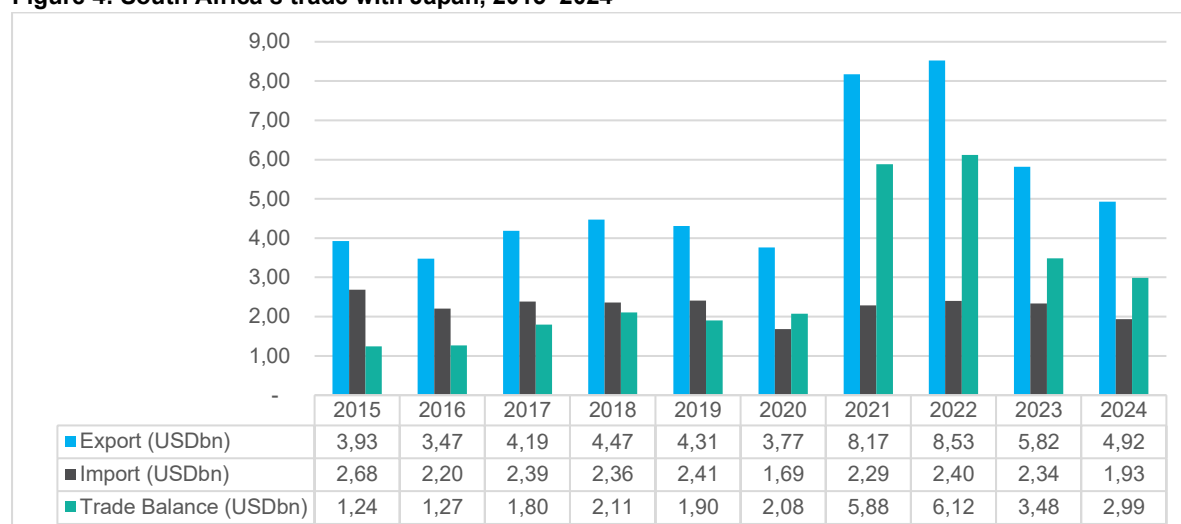
Source: Euromonitor International (2025)

## 2. Trade

### 2.1 South Africa's Trade with Japan

Figure 4 shows South Africa's trade with Japan over the 10-year period from 2015 to 2024. Japan has remained a notable Asian trade partner; the country's relationship with South Africa has been consistently marked by a significant trade surplus on South Africa's side. South Africa's exports to Japan totalled USD4.92bn in 2024, decreasing by -15.36% y-o-y from the USD5.82bn recorded in 2023. Similarly, the country's imports from Japan decreased by -17.23% y-o-y to a cost of USD1.93bn in 2024, down from a cost of USD2.34bn incurred in 2023. Despite the decline in exports South Africa maintained a trade surplus with Japan in 2024 at a value of USD2.99bn, compared to USD3.48bn in 2023.

**Figure 4: South Africa's trade with Japan, 2015–2024**



Source: Quantec (2025)

Regarding export markets, China was the leading destination market for South Africa's exports in 2024. Table 1 illustrates that exports to that country amounted to USD12.04bn, accounting for 10.83% of the nation's total global exports. The country's exports to China recorded a five-year annual average growth rate of 5.70% in the period 2020 to 2024. Exports to the United States, South Africa's second-largest export market, were valued at USD8.54bn in 2024, while Germany was in third place, having received goods valued at USD8.35bn from South Africa. Japan ranked as South Africa's 6<sup>th</sup> largest destination market with export receipts valued at USD4.92bn, reflecting a five-year annual average growth rate of 12.32%.

On the import front, China was also the leading source market for goods imported by South Africa, with imports from this country costing USD18.61bn in 2024. Germany ranked second with total imports valued at USD9.44bn. India was in third place, with imports from there reaching a total value of USD6.87bn that year. Notably, Japan was South Africa's 14<sup>th</sup> largest import market in 2024, with imports from Japan costing USD1.93bn, reflecting a five-year annual average growth rate of –1.86%.

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**Table 1: South Africa's top 10 export and import markets, 2024**

TOP 10 COUNTRIES FOR SA EXPORTS, 2024				TOP 10 COUNTRIES FOR SA IMPORTS, 2024			
RANK	COUNTRY	VALUE 2024 (USDbn)	% AVE GROWTH, 2020-2024	RANK	COUNTRY	VALUE 2024 (USDbn)	% AVE GROWTH, 2020-2024
1	China	12.04	5.70%	1	China	18.61	8.19%
2	United States	8.54	12.09%	2	Germany	9.44	1.76%
3	Germany	8.35	4.54%	3	India	6.87	15.07%
4	Mozambique	6.51	14.41%	4	United States	5.86	5.28%
5	United Kingdom	5.46	9.63%	5	Netherlands	4.91	5.37%
6	Japan	4.92	12.32%	6	United Arab Emirates	3.57	15.87%
7	India	4.61	6.71%	7	Belgium	3.15	1.06%
8	Botswana	4.30	3.30%	8	Thailand	2.99	12.50%
9	Netherlands	4.21	10.42%	9	Oman	2.97	43.35%
10	Namibia	3.84	3.34%	10	Nigeria	2.46	-5.07%
11	Zimbabwe	3.77	13.94%	14	Japan	1.93	-1.86%
Total exports		111.23	5.94%	Total imports		100.54	4.57%

Source: Quantec (2025)

Table 2 shows that platinum, palladium, rhodium, and iridium, unwrought or in semi-manufactured forms, were South Africa's top exported products to Japan in 2024, valued at USD2,804.82m. Exports of coal; briquettes, ovoids and similar solid fuels manufactured from coal (valued at USD377.58m), and iron ores and concentrates (valued at USD370.79m), followed in second and third place respectively. These three products collectively accounted for 72.16% of South Africa's total exports to Japan in 2024. The fastest-growing export categories to Japan among the

top 10 export products over the past five years (2020–2024) were coal; briquettes, ovoids and similar solid fuels manufactured from coal (with a growth rate of 309.13%); unwrought aluminium (with a growth rate of 22.20%).

Original equipment components were South Africa's largest imported product from Japan in 2024. At a cost of USD574.53m, this import category accounted for 29.72% of the country's total imports from Japan in 2024. This was followed by imports of motor cars and other motor vehicles principally designed for the transport of persons, at a cost of USD240.50m, and imports of self-propelled bulldozers, angledozers, graders, levellers worth USD127.09m. Among the top 10 imported products, the fastest-growing import categories from Japan over the past five years (2020–2024) were flat-rolled products of iron or non-alloy steel, of a width of 600 mm or more, with an average growth rate of 189.31%, and new pneumatic tyres, of rubber, with a growth rate of 21.98%.

**Table 2: South Africa's top 10 traded products with Japan, 2024**

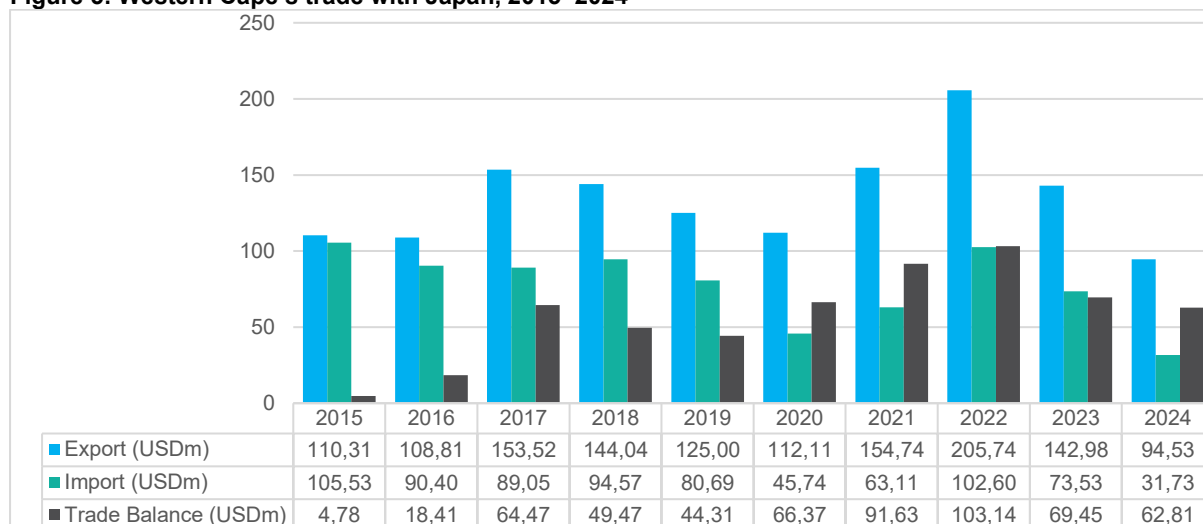
SOUTH AFRICA'S EXPORTS TO JAPAN, 2024				SOUTH AFRICA'S IMPORTS FROM JAPAN, 2024			
RANK	PRODUCT	VALUE (USDm), 2024	AAGR, 2020-2024	RANK	PRODUCT	VALUE (USDm), 2024	AAGR, 2020-2024
1	Platinum, Palladium, Rhodium, and Iridium, unwrought or in semi-manufactured forms	2804.82	20.32%	1	Original equipment components	574.53	1.31%
2	Coal; briquettes, ovoids, and similar solid fuels manufactured from coal	377.58	309.13%	2	Motor cars and other motor vehicles principally designed for the transport of persons	240.50	-11.15%
3	Iron ores and concentrates	370.79	14.24%	3	Self-propelled bulldozers, angledozers, graders, levellers	127.09	3.05%
4	Unwrought aluminium	237.42	22.20%	4	New pneumatic tyres, of rubber	105.91	21.98%
5	Motor cars and other motor vehicles principally designed for the transport of persons	237.04	6.68%	5	Motor vehicles for the transport of goods	78.53	13.52%
6	Ferro-alloys	179.05	10.96%	6	Parts and accessories of the motor vehicles of headings 87.01 to 87.05	72.08	0.21%
7	Fuel wood; wood in chips or particles	167.66	5.41%	7	Motor vehicles for the transport of ten or more persons	41.55	9.22%
8	Manganese ores and concentrates	115.44	4.92%	8	Flat-rolled products of iron or non-alloy steel, of a width of 600 mm or more	37.03	189.31%
9	Titanium ores and concentrates	68.35	19.21%	9	Parts suitable for use solely or principally with the machinery of headings 84.25 to 84.30	32.19	5.86%
10	Manganese and articles thereof, including waste and scrap	39.15	-2.25%	10	Fork-lift trucks; other works trucks fitted with lifting or handling equipment	21.50	6.66%
<b>Total exports</b>		<b>4 923.98</b>	<b>12.32%</b>	<b>Total imports</b>		<b>1 932.83</b>	<b>-1.86%</b>

Source: Quantec (2025)

## 2.2 Western Cape's Trade with Japan

Figure 5 shows the Western Cape's trade relationship with Japan between 2015 and 2024. As with the national economy, Japan remained an important trading partner for the province, and the Western Cape consistently recorded a trade surplus with the country over the 10-year period under review. Local export receipts from trade with Japan totalled USD94.53m in 2024, which represented a decline of -33.88% y-o-y from a value of USD142.98m in 2023. Import flows from Japan showed greater volatility over the period analysed. Imports surged to USD105.53m in 2015, representing the highest level recorded during the review period, before moderating to USD102.60m in 2022. Since then, imports have been on a decline, with the Western Cape recording payments valued at USD31.73m in 2024, down from USD75.53m recorded the year prior.

**Figure 5: Western Cape's trade with Japan, 2015–2024**



Source: Quantec (2025)

Looking at export markets, the Netherlands was the leading destination market for the Western Cape's exports in 2024, which were valued at USD1,117.80m, as shown in Table 3. The United States, South Africa's second-largest export market, placed second: the province's exports to this country were valued at USD998.98m in 2024. The United Kingdom was in third place, having received goods valued at USD933.62m from the Western Cape. Notably, Japan was the province's 25<sup>th</sup> largest destination market. During the five years leading up to and including 2024, exports to Japan recorded an annual average growth rate of -0.74%.

On the import front, and mirroring the national economy, China was the leading source market for goods imported by the province, with imports from this country costing USD3,364.25m in 2024. Oman ranked second with total imports valued at USD1,599.52m. The United Arab Emirates was in third place, with imports having reached a total value of USD1,179.12m in 2024. Japan ranked as the province's 52<sup>nd</sup> largest import source market, with the province importing Japanese goods valued at USD31.73m. Imports from Japan grew at a five-year annual average growth rate of -5.59% from 2020 to 2024.

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**Table 3: Western Cape's top 10 export and import markets, 2024**

TOP 10 COUNTRIES FOR WC EXPORTS, 2024				TOP 10 COUNTRIES FOR WC IMPORTS, 2024			
RANK	COUNTRY	VALUE 2024 (USDm)	% AVE GROWTH, 2020-2024	RANK	COUNTRY	VALUE 2024 (USDm)	% AVE GROWTH, 2020-2024
1	Netherlands	1 117.80	13.03%	1	China	3 364.25	5.41%
2	United States	998.98	11.35%	2	Oman	1 599.52	39.03%
3	United Kingdom	933.62	7.66%	3	United Arab Emirates	1 179.12	14.36%
4	Namibia	752.84	-2.50%	4	India	897.78	19.10%
5	China	641.09	12.30%	5	United States	821.40	11.35%
6	Botswana	442.13	-2.36%	6	Angola	719.51	395.48%
7	United Arab Emirates	407.94	10.21%	7	Italy	686.89	20.39%
8	Germany	309.47	-1.75%	8	Saudi Arabia	613.87	-9.41%
9	Swaziland	247.57	8.42%	9	Nigeria	544.45	20.47%
10	Russian Federation	245.42	10.37%	10	Germany	534.18	0.08%
25	Japan	94.53	-0.74%	52	Japan	31.73	-5.59%
Total exports		11,451.53	4.73%	Total imports		17,410.39	3.68%

Source: Quantec (2025)

Table 4 shows that the Western Cape's top three export products to Japan in 2024 were plants and parts of plants (at a value of USD18.32m); seeds, fruit and spores, of a kind used for sowing (USD9.60m); and beauty or make-up preparations (USD9.31m). These products collectively accounted for 39.38% of the province's total exports to

Japan that year. Among the top 10 export products, exports of plants and parts of plants attained the highest five-year annual average growth rate of 4,353.62%. This was followed by exports of unwrought aluminium, which had a five-year average growth rate of 186.63%. These figures suggest the province's growing interest in Japan's agricultural sector, as indicated in Table 4 below with eight out of the top 10 export products being agro-based.

Instruments and appliances used in medical, surgical, dental or veterinary sciences was the Western Cape's largest imported product from Japan in 2024. At a cost of USD4.45m, this import category accounted for 14.04% of the province's total imports from Japan in 2024. This was followed by imports of slag wool, rock wool and similar mineral, at a cost of USD3.15m, and imports of harvesting or threshing machinery, worth USD1.68m. Other significant imports included natural polymers (at a cost of USD1.67m). Among the top 10 source products, imports of harvesting or threshing machinery use grew at a five-year annual average rate of 291.07%. This was followed by imports of natural polymers, which showed a five-year average growth rate of 111.86%.

**Table 4: Western Cape's top 10 traded products with Japan, 2024**

WESTERN CAPE'S EXPORTS TO JAPAN, 2024				WESTERN CAPE'S IMPORTS FROM JAPAN, 2024			
RANK	PRODUCT	VALUE (USDm), 2024	% AVE GROWTH, 2020-2024	RANK	PRODUCT	VALUE (USDm), 2024	% AVE GROWTH, 2020-2024
1	Plants and parts of plants	18.32	4353.62%	1	Instruments and appliances used in medical, surgical, dental or veterinary sciences	4.45	10.68%
2	Seeds, fruit, and spores of a kind used for sowing	9.60	22.12%	2	Slag wool, rock wool and similar mineral	3.15	56.17%
3	Beauty or make-up preparations	9.31	-0.29%	3	Harvesting or threshing machinery	1.68	291.07%
4	Wine of fresh grapes	7.99	-11.14%	4	Natural polymers	1.67	111.86%
5	Fruit juices (including grape must) and vegetable juices	7.81	25.18%	5	Lenses, prisms, mirrors and other optical elements, of any material	1.26	20.32%
6	Citrus fruit, fresh or dried	5.10	-10.17%	6	Seeds, fruit and spores	1.13	111.04%
7	Unwrought aluminium	3.48	186.63%	7	Sauces and preparations thereof; mixed condiments and seasonings	0.99	5.34%
8	Fruit, nuts and other edible parts of plants, otherwise prepared or preserved	3.24	-11.81%	8	Machining centres, unit construction machines	0.94	44.63%
9	Cut flowers and flower buds	3.17	-1.85%	9	Tubes, pipes and hoses, and fittings therefor	0.78	18.52%
10	Locust beans, seaweeds and other algae, sugar beet and sugar cane	3.07	-18.76%	10	Instruments and apparatus for physical or chemical analysis	0.76	44.87%
<b>Total exports</b>		<b>94.53</b>	<b>-0.74%</b>	<b>Total imports</b>		<b>31.73</b>	<b>-5.59%</b>

Source: Quantec (2025)

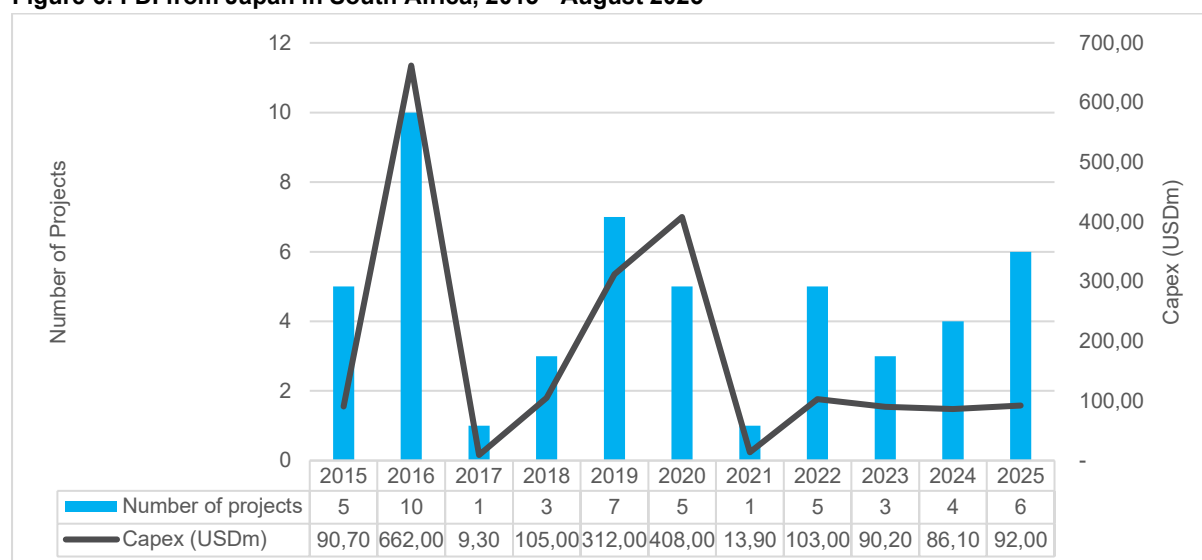
### 3. Foreign Direct Investment

This section analyses FDI flows between Japan and South Africa as well as those between Japan and the Western Cape.

#### 3.1 FDI from Japan in South Africa

During the period January 2015 to August 2025, Japanese companies undertook 50 FDI projects in South Africa, as shown in Figure 6. This generated USD1.97bn in capex and resulted in the creation of 8,670 jobs. These investments originated from 47 Japanese companies, demonstrating broad-based interest from Japanese businesses across multiple sectors. The substantial investment commitment underscores Japan's confidence in South Africa's long-term economic prospects and the country's role as a gateway to the African continent (fDi Markets, a service from The Financial Times, 2025).

**Figure 6: FDI from Japan in South Africa, 2015 - August 2025**



Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

As indicated in Figure 7, between January 2015 and August 2025, Japan's FDI in South Africa was primarily driven by large-scale capital flows in the automotive and communications sectors. According to fDi Intelligence (2025), the total value of Japanese FDI in South Africa during this period amounted to approximately USD1.97bn, with the automotive OEM sector accounting for the largest share at USD1.01bn (51.34%) of total Japanese FDI measured in capex. This significant investment reflects Japan's global leadership in the automotive sector. In second place was the communications sector that attracted investments amounting to 18.09% of the total capex (USD357.00m). The rubber sector ranked third, having benefited from four projects with a total capex of USD145.00m, accounting for 7.35% of the total capex. Japan's FDI in South Africa underscores the country's role as a key Asian investor committed to industrial growth, energy transition, and innovation in South Africa's strategic sectors.

**Figure 7: FDI from Japan in South African sectors (measured in capex), 2015 – August 2025**

	Capex (USDm)	Capex share (%)
Automotive OEM	1013.00	51.34
Communications	357.00	18.09
Rubber	145.00	7.35
Industrial equipment	110.00	5.58
Business services	83.40	4.23
Business machines & equipment	61.20	3.10
Renewable energy	46.60	2.36
Automotive components	44.50	2.26
Financial services	29.80	1.51
Transportation & Warehousing	26.70	1.35

Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

Listed in Table 5 are the top Japanese companies that invested in South Africa from 2015 to August 2025, ranked according to the amounts invested in capex. According to fDi Intelligence (2025), Toyota Motor was the largest Japanese investor during the review period, having committed USD382.00m in capex in a single project in the automotive sector, which resulted in over 4000 jobs. This reflects Japan's growing footprint in South Africa's logistics and distribution value chains. Toyota South Africa, a global leader in the automotive sector, followed with an investment of USD309.00m across five projects in South Africa's industries. Other notable investors included Nissan (USD213.00m), Internet Solutions (IS) (USD193.00m), and Dimension Data Holdings (DiData) (USD169.00m), all of which channelled capital into strategic sectors such as automotive and communications.

**Table 5: Top 10 companies (measured in capex) – Japan's FDI in South Africa, 2015 – August 2025**

Company	Projects	Capex (USDm)	Jobs created
Toyota Motor	1	382.00	4000
Toyota South Africa	5	309.00	1238
Nissan	1	213.00	400
Internet Solutions (IS)	2	193.00	87
Dimension Data Holdings (DiData)	3	169.00	98
Suzuki Auto South Africa	2	120.00	338
Sumitomo Rubber South Africa	2	99.40	681
Komatsu Africa Holdings	2	85.80	469
Nissan South Africa	1	60.10	169
Seiko Epson	3	36.30	187
<b>Total</b>	<b>50</b>	<b>1 973.00</b>	<b>8 670</b>

Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

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### 3.2 FDI from South Africa in Japan

According to fDi Markets, South Africa made zero investments in Japan during the period under review, 2015 – August 2025.

### 3.3 FDI from Japan in the Western Cape

Between January 2015 and August 2025, the Western Cape attracted a total of three FDI projects from Japan, with a cumulative capex value of USD27.20m, as illustrated in Table 6. These investments supported the creation of approximately 73 jobs across the province (fDi Intelligence, 2025). The highest capex was recorded in 2025, with Japanese firms, Seiko Epson and Nomura holding investing a total capex of USD17.70m across two projects, making it the most active year both in terms of project numbers and capital value. While moderate capex (USD9.50m) was recorded in 2016 from Yamato Transport Europe.

**Table 6: FDI from Japan in the Western Cape (Jan 2015 – August 2025)**

Company	Sectors	Projects	Capex (USDm)
Seiko Epson	Business machines & equipment	1	11.20
Nomura Holdings	Financial services	1	9.50
Yamato Transport Europe	Transportation & Warehousing	1	6.50
<b>Total</b>		<b>3</b>	<b>27.20</b>

Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

### 3.4 FDI from the Western Cape in Japan

According to fDi Markets, the Western Cape made zero investments in Japan during the period under review, 2015 – August 2025.

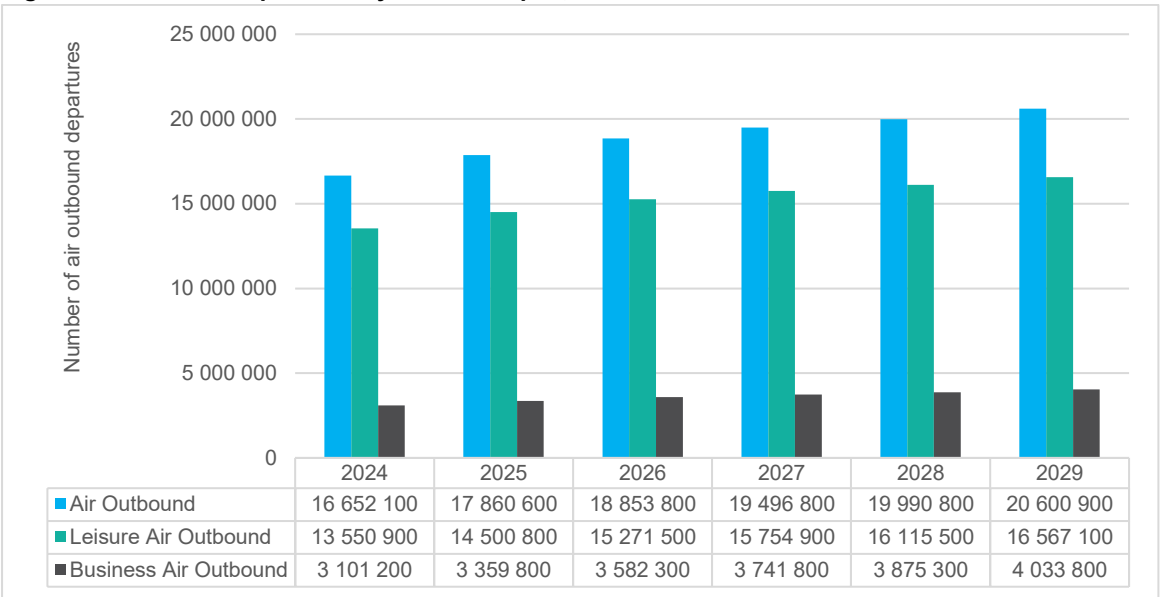
## 4 Tourism

### 4.1 Outbound Departures by Air from Japan

Figure 8 shows that in 2024, total air outbound departures from Japan reached 16.6 million, reflecting a year-on-year increase of 26.37% in relation to 2023. Looking ahead, air outbound departures are estimated to rise steadily to 17.8 million in 2025 and are forecast to reach 20.6 million by 2029.

Leisure has emerged as the primary driver of air outbound departures from Japan, with estimates suggesting a total of 14.5 million departures in 2025 and forecasted to reach 16.5 million by 2029. This trend highlights that the main motivation for most long-haul international departures from Japan is largely for leisure or vacation.

**Figure 8: Outbound departures by air from Japan, 2024–2029F**






Source: Euromonitor International, 2025

Note: All figures shown for 2025 are estimates (E) and forecast projections (F) for the years 2026 to 2029.

\*Air outbound includes outbound trips by residents taken on scheduled airlines, charter, or low-cost carriers for business and leisure purposes.

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**Table 7: Japan tourism highlights, 2024**

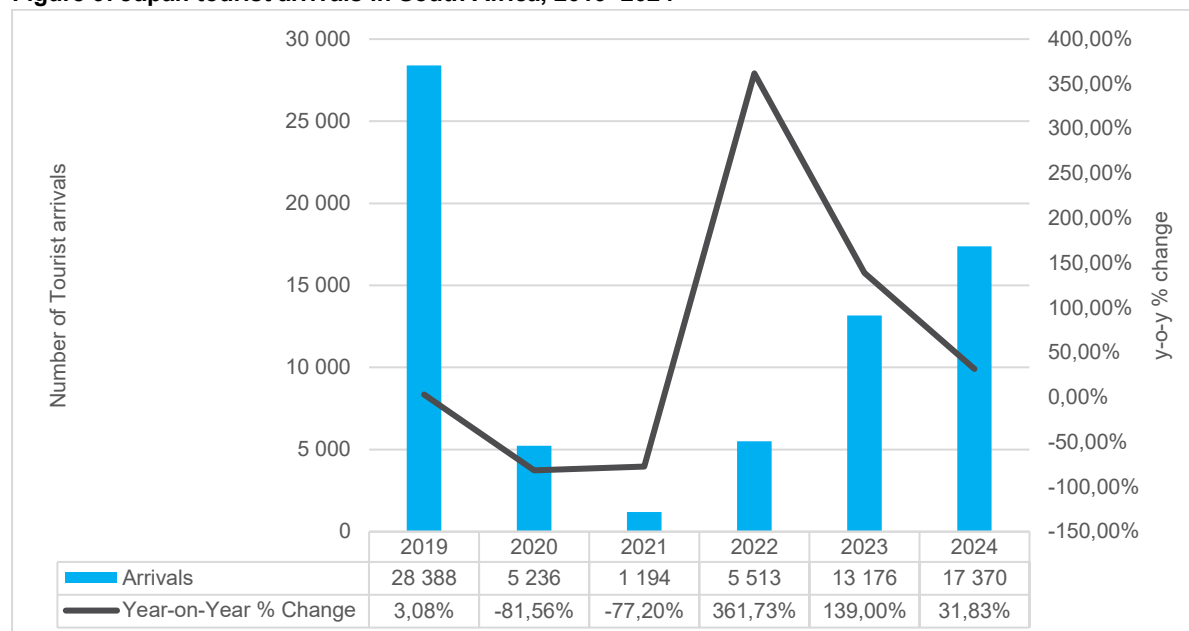
Travel Trends (2024)	
South Africa	Western Cape
Japan Tourist Arrivals 	
17 370 (31.83% increase compared to 2023)	5 165 (15.99% increase compared to 2023)
Total Foreign Direct Spend 	
R270 million (0.07% increase compared to 2023)	R64.0 million (-16.75% decrease compared to 2023)
Length of Stay 	
15.1 nights (-2.90% decrease compared to 2023)	9.97 nights (15.74% increase compared to 2023)

Source: South African Tourism, 2025

## 4.2 Tourist Arrivals from Japan in South Africa

In 2024, South Africa welcomed 17,370 tourists from Japan, representing a 31.83% increase over 2023, as indicated in Figure 2 below. Nationally, this market contributed R270 million in total foreign direct spend in 2024 and visited the country for 15.1 nights on average.

**Figure 9: Japan tourist arrivals in South Africa, 2019–2024**



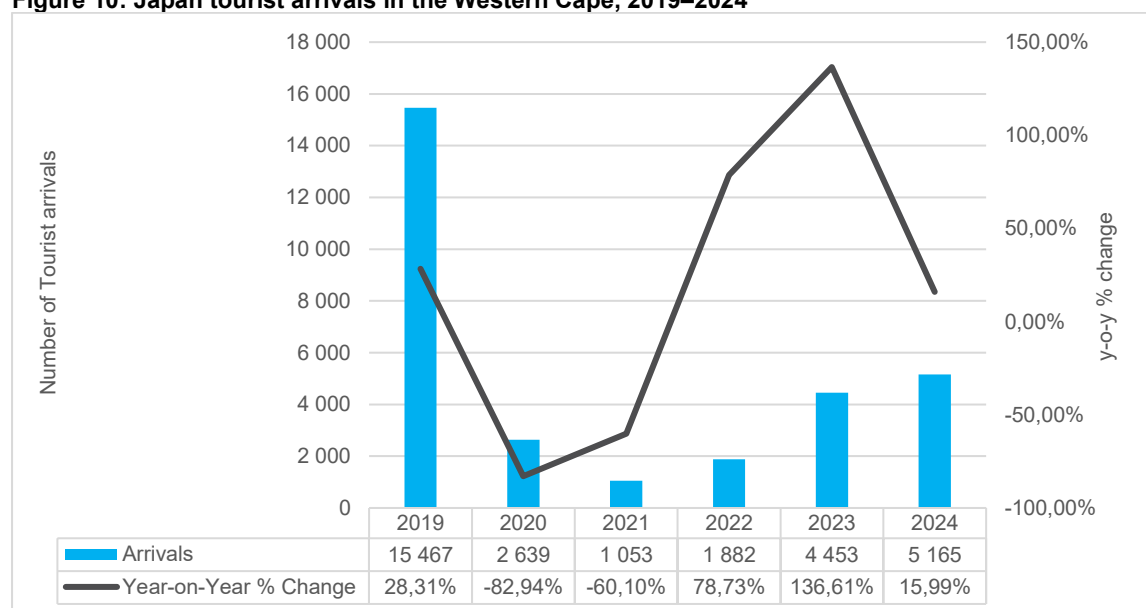
Source: South African Tourism, 2025

## 4.3 Tourist Arrivals from Japan in the Western Cape

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Figure 10 shows that in 2024, a total of 5,165 Japanese tourists visited the Western Cape, representing a 15.99% year-on-year increase over 2023. In 2024, this market contributed R64.0 million in total foreign direct spend to the Western Cape's economy, equating to an average of R13,000 per tourist and an average stay of 9.97 nights.

**Figure 10: Japan tourist arrivals in the Western Cape, 2019–2024**



Source: South African Tourism, 2025

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