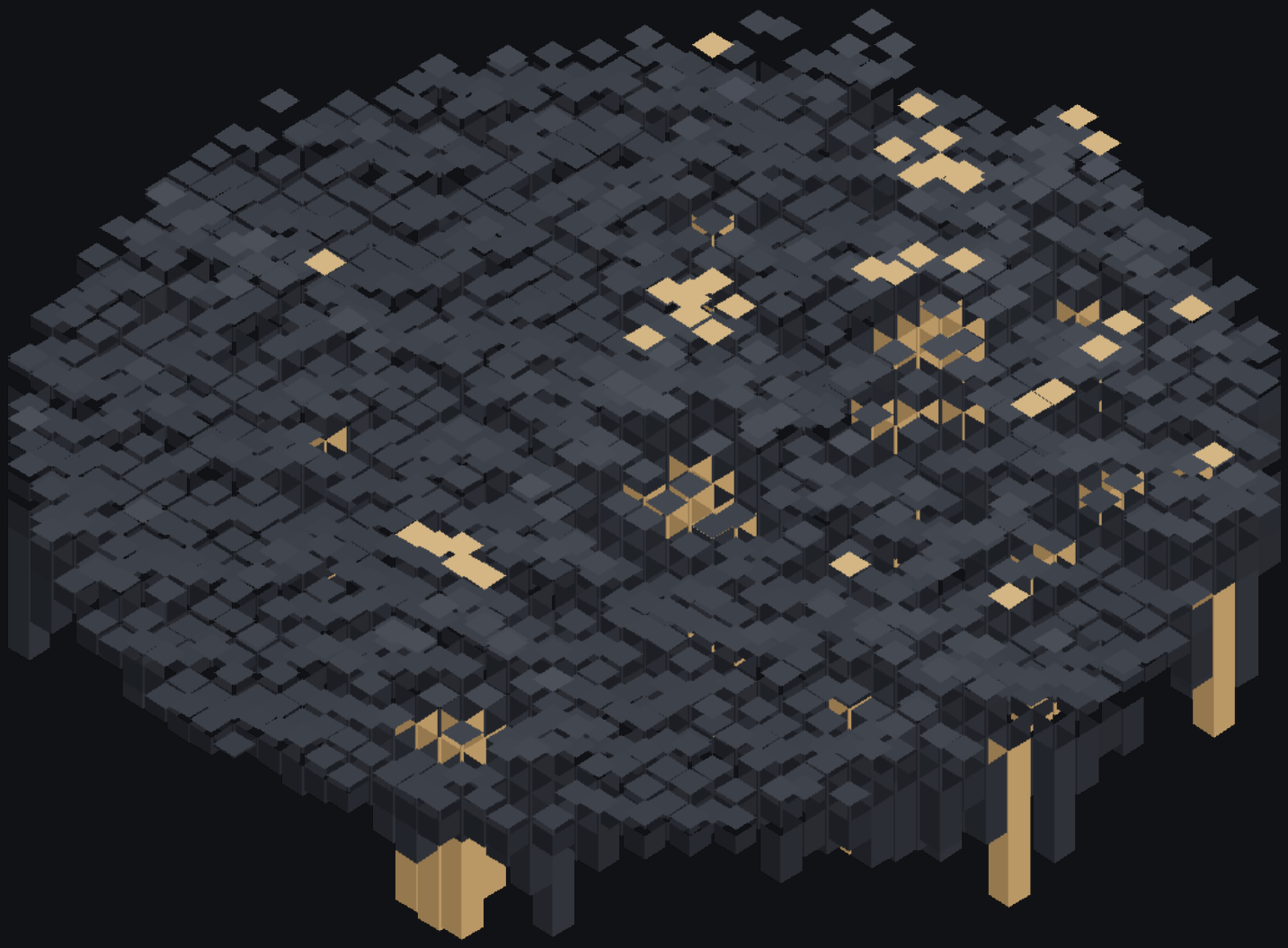
COMMERCIAL INTELLIGENCE JP TOK

Tokyo
Offline Trade Intelligence

492,811 measured places within 30 km (88,131 inside 5 km) | 69.4% website coverage, 13.2% chain share, 30.6% digital gap



CITY DOSSIER JP

Tokyo offline trade intelligence

We counted 492,811 places within 30 km of the centre of Tokyo, and 88,131 inside 5 km. 69.4% keep a website a customer can open, 13.2% trade under a chain name, so 30.6% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

492,811
places counted, 30 km ring

69.4%
keep a website a customer can open (150,615 do not)

13.2%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 492,811

Segment	Places	Share	With a website	Gap
Food and beverage	196,227	39.8%	60.6%	39.4%
Retail	94,929	19.3%	78.9%	21.1%
Other	44,017	8.9%	78.5%	21.5%
Beauty and wellness	37,351	7.6%	78.9%	21.1%
Home and repair	31,989	6.5%	56.6%	43.4%
Professional services	23,672	4.8%	84.1%	15.9%
Hospitality and events	19,921	4.0%	66.6%	33.4%

WHAT THE COUNTS SAY

01 **The gap sits in home and repair.**
31,989 places, 6.5% of the ring, and only 56.6% keep a website. The city average is 69.4%, so this segment is 12.8 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 47.4 of 100, rank 31 of 58 measured cities, radiance +5.9% since 2019, outer ring 2.4%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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