

## BEENOS Announces “Cross-Border EC × Rankings 2024”

~2024 Cross-Border E-Commerce Consumption Keyword “Hobby Nation: Unrivaled Consumption”~

Tokyo, Japan – 24 December 2024 – BEENOS Inc. (TSE 3328) has hosted the "BEENOS Cross-Border EC × Ranking Announcement 2024," summarizing cross-border e-commerce sales trends for the period from January to September 2024 on its global proxy purchasing service Buyee (<https://buyee.jp/>).

The keyword defining cross-border e-commerce consumption in 2024 is "Hobby Nation: Unrivaled Consumption." Japan has firmly established itself as a "hobby powerhouse," offering enthusiasts worldwide uniquely crafted, high-quality products across diverse categories. With rising global interest in Japanese dramas, anime, and tourism, combined with the yen's depreciation, 2024 has seen increased purchasing power among overseas consumers, further fueling demand for Japan's distinctive offerings.

Among the standout trends, categories such as anime content, sports and leisure goods, including fishing gear and golf equipment, and daily essentials reflect Japan's unwavering dedication to quality and craftsmanship. These products, tailored to niche hobbies and lifestyles, continue to attract consumers worldwide who value the exceptional artistry and innovation synonymous with Japanese goods.

This combination of economic factors and cultural popularity has enabled Japan's uniquely curated products to reach hobby enthusiasts across the globe. BEENOS remains committed to driving access to Japan's distinctive offerings through Buyee, solidifying Japan's position as a leader in cross-border e-commerce consumption.

This press release highlights selected categories related to content.

### [BEENOS Cross-Border EC x Ranking Announcement 2024 Overview]

#### ■ Ranking Calculation and Key Users by Region

Criteria: Rankings are based on the number of items purchased through Buyee between January 1, 2024, and September 30, 2024.

## 2024 Popular Cross-Border E-Commerce Categories

The Trading Card category ranked as the most purchased product category in the North America and Southeast Asia regions. In the other four regions, trading cards also secured positions within the top 5 most popular product categories, underscoring their worldwide appeal.



Buyee

In terms of category growth rate compared to the same period last year, "Anime and Comic Merch" ranked first. As various Japanese anime series continue to gain traction globally through streaming platforms, they attract new fans worldwide. These fans are increasingly turning to cross-border e-commerce to purchase exclusive goods unavailable in their home countries, fueling growth in this category.



Buyee

[Inquiries regarding this matter]

BEENOS Inc. Public Relations Tel: 03 5739 3350 Email: pr @ beenos. com






Anime and Comic Merch achieved the highest growth rate in Europe, East Asia, Southeast Asia, and North America, while also ranking within the top 3 in the Middle East and Central and South America, demonstrating its global popularity.

Additionally, the fastest-growing user segment for purchases was teenagers of both genders across all regions. This trend, which continued from 2023, highlights the increasing adoption of cross-border e-commerce by younger generations.

## Relation to the Soft Power Sector

### ◆ Anime

Among anime series that debuted in 2023, "Mashle" achieved the highest growth rate in purchases between 2023 and 2024, with a remarkable year-over-year increase of 950%. While the top four titles continued airing into 2024, "My New Boss is Goofy," which concluded in 2023, maintained its popularity with international customers, highlighting enduring interest in the series.

Growth Rate Ranking of 2023 Q1 Broadcast Works (Comparison of Purchase Numbers between 2023 and 2024)			
	Mashle	April 8, 2023	950%
	Frieren: Beyond Journey's End	September 29, 2023	800%
	The Apothecary Diaries	October 22, 2023	765%
	The Dangers in my Heart	April 2, 2023	467%
	My New Boss is Goofy	October 7, 2023	348%



## ◆ Books and Magazines

Top 10 Popular Books & Magazines Category Cross Border EC 2024	
	Manga, comics
	Art, design and Music
	Hobbies & sports
	Other
	Men' s lifestyle magazines
	Children' s books and picture books
	Literature
	Women' s Lifestyle magazines
	Used books and rare books
	Game Strategy Guides













Top 10 Popular Mangas Cross Border EC 2024	
	Dragon Ball, Akira Toriyama
	HAIKYU!!
	ONE PIECE, Eiichiro Oda
	JUJUTSU KAISEN
	NARUTO
	Sailor Moon
	JoJo' s Bizarre Adventure, Hirohiko Araki
	My Hero Academia
	Attack on Titan
	DORAEMON



In the "Books and Magazines" category, "Manga and Comics" was the leading product genre. The top three manga titles showcased varying preferences across regions: "Dragon Ball" by Akira Toriyama was most popular in Spain, "Haikyuu!!" in Taiwan, and "One Piece" by Eiichiro Oda in the United States.

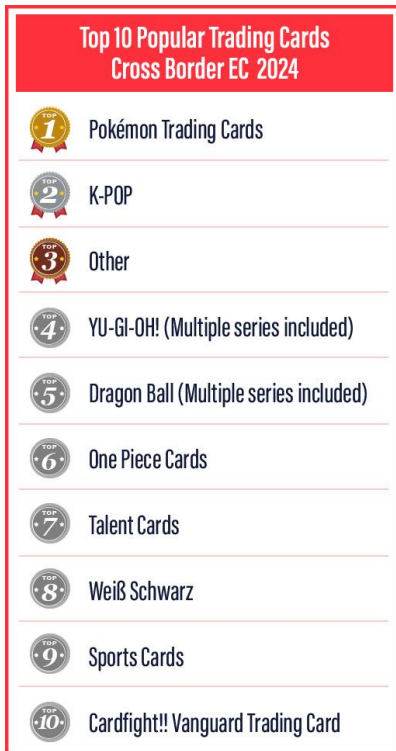
## ◆ Toys and hobbies

Top 10 Popular Toy & Hobbies Cross Border EC 2024	
	Plastic Models & Scale Models
	Dolls, Character Dolls
	Hero Toys
	Radio-Controlled Models
	Miniature cars
	Plush Toys
	Capsule Toys
	Military Toys
	Stickers
	Spinning Tops



In the Toys and Hobbies sector, "Plastic Models and Figures" ranked 1st, propelled by the enduring popularity of series like Gundam Plastic Models (Gunpla) and Zoids. "Dolls and Character Figures" secured 2nd place, featuring beloved items such as Licca-chan Dolls and Dollfie Dream. The 3rd position was taken by "Hero Play and Fighting Toys", driven by iconic franchises like the Kamen Rider and Super Sentai series. The 7th place category, "Capsule Toys", reflected strong demand for character-themed products, while the 10th position, "Spinning Tops", was fueled by the ongoing success of Beyblade.

## ◆ Trading cards

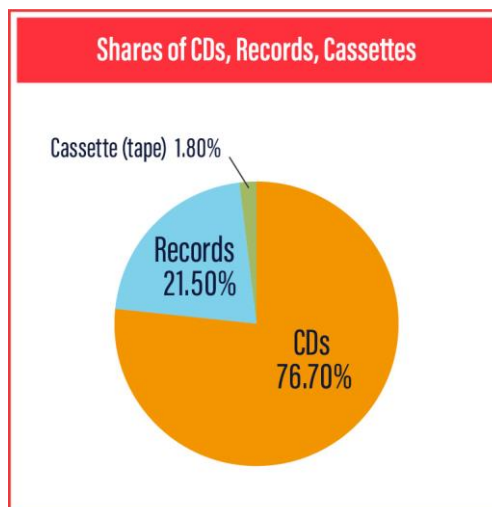



In the trading card category, Pokémon Trading Card Game secured the top position. Instead of bulk or pack purchases, buyers demonstrated a strong preference for targeting specific individual cards. In the K-POP segment, trading cards of various artists, including Stray Kids, aespa, and Enhyphen, were highly sought after.

## ◆ Music

In the J-POP category, Ado ranked as the most popular artist. Notable changes from the mid-year rankings announced in August 2024 included new entries by YMO and singer-songwriter Minami. Regarding the purchase ratios within the music category, records accounted for 21.5% of purchases, reflecting a steady interest in vinyl.






[Inquiries regarding this matter]

BEENOS Inc. Public Relations Tel: 03 5739 3350 Email: pr @ beenos. com

## ◆ About BEENOS Group's Global Commerce Business

The BEENOS Group began its cross-border e-commerce initiatives in 2008 with the launch of "Tenso.com," an overseas forwarding service. This early entry allowed the group to develop unique expertise in global shipping operations and international customer support. In addition to creating tailored sales environments for overseas markets, the group provides services for user acquisition and traffic generation, resulting in comprehensive support for cross-border sales. This has been highly regarded, with over 6,000 cross-border e-commerce support cases for domestic companies accumulated across the BEENOS Group (\*3).

The "Buyee" proxy purchasing service (<https://buyee.jp/>) is particularly popular due to its advanced features, including diverse shipping and payment options, cost-effective international shipping through proprietary logistics for North America, Europe, and Asia, and the ability to consolidate items purchased from multiple sites. These high-quality services have driven a high repeat customer rate, with membership surpassing 5.88 million (\*4).

(\*1) Based on press releases from JNTO's "Statistics on Inbound Tourism to Japan."

(\*2) Based on the "Inbound Consumption Trend Survey" by the Ministry of Land, Infrastructure, Transport, and Tourism.

(\*3) Includes figures from BEENOS Group services such as "Buyee," "Buyee Connect," dashboard provision, cross-border e-commerce-related services like "Tenso.com" (<https://www.tenso.com/>), support for listing and store openings on overseas marketplaces, and marketing and promotion assistance. Cumulative total as of the end of September 2024.

(\*4) Combined figures for "Buyee" and cross-border e-commerce services like "Tenso.com," as of the end of September 2024.

## 【About BEENOS】

Company Name: BEENOS Inc.

Representative: Shota Naoi, President and Group CEO

Location: 8-4-13 Nishi-gotanda, Shinagawa-ku, Tokyo, Japan

Founded: November 1999

Capital: 3,175 million JPY

\*This is a translation of the original Japanese release. The Japanese text shall prevail in case of any variance between this version and the Japanese text.