Material Issue 1 Create a livable society with local communities through various customer touchpoints

Approach to the Material Issue

The Seven & i Group operates approximately 22,800 stores nationwide and has other diverse touchpoints with customers, including home delivery and outside sales. We believe it is important to leverage the strengths of the Group to provide a livable society together with local communities and neighborhoods through all customer touchpoints, including our stores. Resolving issues such as aging and shrinking populations is an important social role that we are constantly called upon to play, as well as a business opportunity in the form of new customer needs. We continue to make efforts to be close to each and every one of our customers as their most familiar company.

Background to the Material Issue

Aging Population, Depopulation Leading to the Hollowing Out of Living Bases, and Changes in Shopping and Other Services Due to the Advancement of the Digital Society

In Japan, where aging and depopulation are progressing, it is estimated that the total population will fall below 100 million by 2056 and further drop below 90 million by 2067, with the population aged 100 and over reaching 500,000[*1].

Additionally, the number of elderly people living alone is increasing year by year. In 2010, the proportion of those aged 65 and over living alone was 11.1% for men and 20.3% for women, but it is predicted to increase to 20.8% for men and 24.5% for women by 2040[*2]. Furthermore, the hollowing out of living bases due to depopulation is becoming a significant social issue in Japan. The number of elderly single-person households who find it inconvenient to shop due to the lack of stores selling fresh food within walking distance is also increasing year by year.

On the other hand, with the spread of digital devices and the improvement of communication environments, customers' shopping habits and the services they require, such as ordering methods, payment methods, and delivery methods, are also changing.

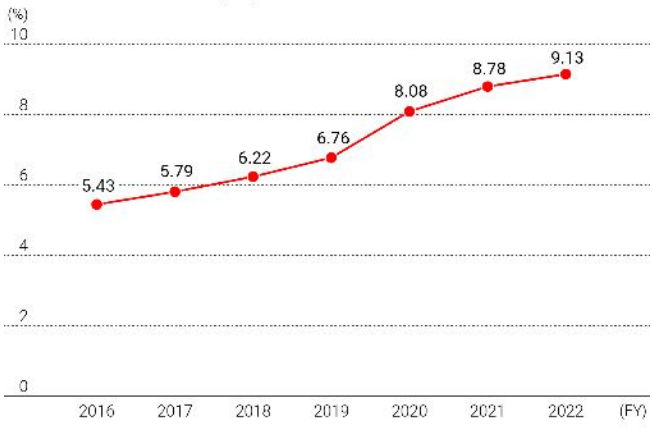
*1 Source: "Population Projections for Japan (2023)," National Institute of Population and Social Security Research

*2 Source: "Annual Report on the Aging Society: 2023" Cabinet Office

Trends in Persons Aged 65 or over Living Alone

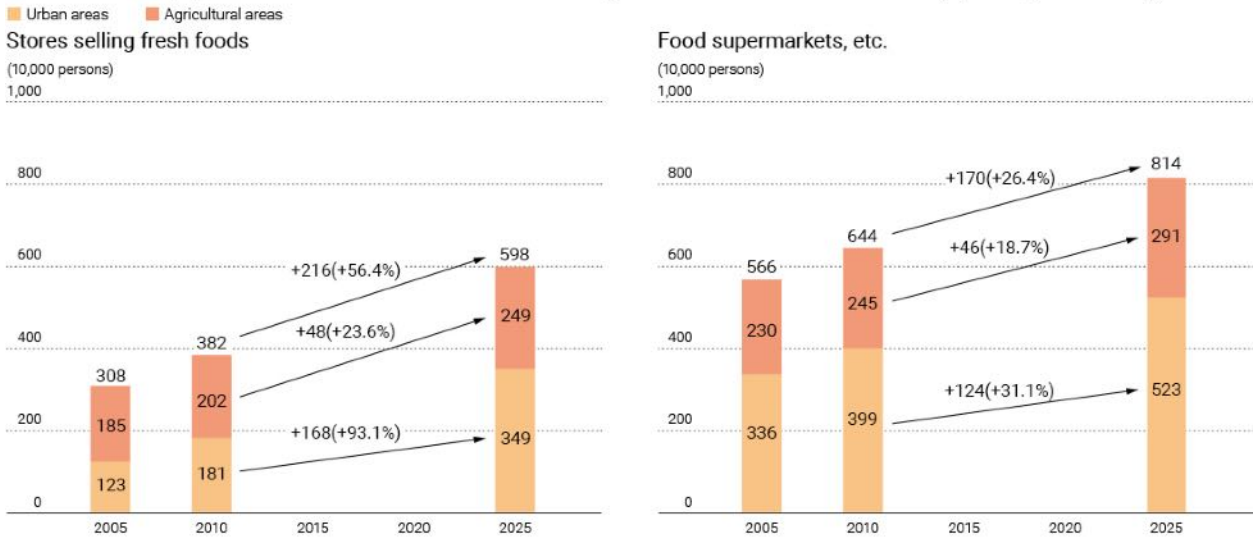
Source: Annual Report on the Ageing Society FY2023 (Cabinet Office, Government of Japan)

Trends in e-Commerce (EC) Ratios over Time



Source: FY2023 E-Commerce Market Survey (Ministry of Economy, Trade and Industry)

Estimated future population of those without automobiles living 500 meters or more from a store (aged 65 years or over)



Source: Policy Research Institute, Ministry of Agriculture, Forestry and Fisheries

Contribution to SDGs

By addressing this material issue, the Seven & i Group aims to create a more livable society by developing easily accessible stores and addressing various regional challenges such as aging and depopulation. This effort contributes to the achievement of Sustainable Development Goals (SDGs) 9 and 11.

Seven & i Group's Initiatives

Shopping Support >

Reducing Housework >

Providing Services to a Wide Range of Customers >

Implementing Crime Prevention Measures for Local Communities >

Shopping Support

Seven & i Group is working to support people who feel inconvenience when shopping by utilizing the infrastructure it has developed, such as store networks and logistics and information systems, to create new services for shopping support.

Store Product Delivery Service

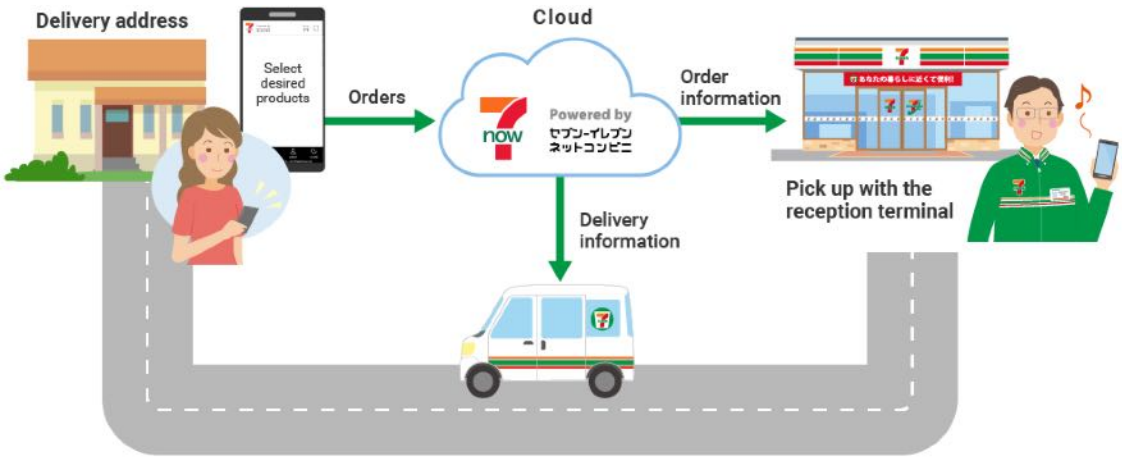
Seven & i Group provides a service in which products ordered online or by telephone are delivered to specified locations as well as in-store sales to help local residents do their everyday shopping more comfortably.

"7NOW" Seven-Eleven Online Convenience Stores

Seven-Eleven Japan offers "7NOW," a service that aims to realize "anytime," "right now," and "anywhere." When customers place an order from their smartphones, they can choose from approximately 3,000 items available in-store, and have their desired products delivered to a specified location in as little as 20 minutes.

Number of stores offering 7NOW

End of February 2022	End of February 2023	End of February 2024
approx. 1,300 stores	approx. 5,000 stores	approx. 12,000 stores



Online Supermarkets

For food and household goods, Ito-Yokado has launched an online supermarket, by which products that are ordered on PCs or smartphones are delivered from nearby stores within specified time slots. In December 2014, Ito-Yokado started offering a service to support parents raising children. Parents who present their maternity notebook issued within the last four years and register for the online supermarket can use a discounted delivery fee for four years from the registration date.
Furthermore, in order to improve the efficiency of deliveries as well as meet the diversifying needs of our customers for pick-up options, Ito-Yokado also enhanced its non-contact delivery and drop-off services.

Number of stores offering online supermarket services

End of February 2022	End of February 2023	End of February 2024
105 stores	105 stores	46 stores・1 center

Quick Commerce with OniGO

Ito-Yokado has partnered with "OniGO," a delivery-only supermarket, to assist customers who find it inconvenient to go shopping due to distance and time constraints. In March 2022, it launched a service at the Comfort Market Nishimagome store, delivering products ordered online directly to customers' homes. It is currently expanding the number of stores offering this service.

Number of stores partnering with 'OniGO'

End of February 2022	End of February 2023	End of February 2024
1 stores	4 stores	67 stores

Mobile Store Service

In recent years, as the birthrate falls, society ages, and nuclear families become more prevalent, retail stores and elsewhere that sell such things as fresh food have decreased, and this has led to a growing number of people who feel that everyday shopping is inconvenient. Seven & i Group has launched a mobile store service in order to solve these kinds of social issues.

Seven Anshin Delivery

Seven-Eleven Japan operates its Seven Anshin Delivery mobile store service. Moving mainly through areas that are inconvenient for everyday shopping or have a large number of seniors who find it difficult to use transportation, these uniquely developed light trucks equipped with store facilities carry about 300 items that include food and household goods and range from frozen products to those at room temperature. Plans call for this service to be expanded further in the future to fulfill the needs of customers.

Number of Seven Anshin Delivery Vehicles in Operation

End of February 2022	End of February 2023	End of February 2024
109 vehicles	117 vehicles	125 vehicles

* Implemented in 41 prefectures

Ito-Yokado Tokushimaru

In collaboration with TOKUSHIMARU inc., Ito-Yokado started operating vehicle No. 1 of the mobile store named Ito-Yokado Tokushimaru from the Minami Osawa store in April 2020. Ito-Yokado is supporting customers who feel inconvenience by shopping through its mobile supermarket initiative, in which about 400 products totaling 1,200 items are loaded into mobile store vehicles and sold near the residences of customers. Additionally, Ito-Yokado has partnered with local communities and has signed "watch-over agreements" with a total of 19 municipalities and 3 organizations, promoting watch-over activities through its operations.

Number of "Ito-Yokado Tokushimaru" vehicles in operation

End of February 2022	End of February 2023	End of February 2024
75 vehicles	103 vehicles	104 vehicles

Seven Anshin Delivery

Ito-Yokado Tokushimaru

Store Pick-Up Service

Seven-Eleven Pick-Up Service is a service in which products ordered online can be picked up at the 7-Eleven store of your choice. Whether it is near your residence or workplace, at a business trip destination or elsewhere, late at night or early morning, pick-ups can be made whenever you like at 7-Eleven stores nationwide (some stores do not provide this service).
In addition, with the expansion of the electronic commerce market and other factors, there is an increasing trend in the volume of parcel deliveries, and at the same time, labor shortage in the transport industry is growing more severe. Allowing ordered products to be picked up at nearby 7-Eleven stores also contributes to the reduction of redeliveries and the CO_2 emitted through these deliveries.

Reducing Housework

In order to respond to customer demand for saving shopping time and reducing the hassle of housework, Seven & i Group is developing and selling cooked meal products for those who feel it a burden to prepare meals. These products are based on the concept of individual servings, small portions, and easy-to-preparing.

Developing Products and Services that Make Meal Preparation Easy

Ito-Yokado sells the Chef's RECIPE series, which can be easily prepared using a frying pan or microwave, at the fresh meat and fish sales sections. The selection for cooking with a frying pan* offers meat and fish that have been cut and seasoned. These meals can be easily cooked with a frying pan in a short time. Customers can also cook them in considering nutritional balance, such as frying them with different vegetables of one's preference. The frozen delicatessen series Frozen Deli, which is convenient for customers when they are busy, is also available at the delicatessen sales section. For frozen foods, EASE UP series are offered as authentic individual-sized meals that can be enjoyed just by microwaving.

※The menu changes according to the seasons.

EASE UP "Kalbi Gukbap"

Providing Services to a Wide Range of Customers

The Seven & i Group is expanding services and supporting shopping to enable easy use by all customers, including senior citizens, people with disabilities, and foreign residents whose numbers are increasing yearly.

Training Dementia Supporters

The Seven & i Group supports the creation, localities where it has opened stores, of neighborhoods where residents who suffer from cognitive impairment and their families can live with security. To this end, each Group company holds training courses for “dementia supporters” and encourages its employees to attend the training courses.

Number of Dementia Supporter Training Course Takers

	FY2019	FY2020	FY2021	FY2022	FY2023	FY2024 (Taget)
Cumulative participants	37,550	38,383	41,284	55,986	57,907	58,000

※1 Cumulative total of 18 Group companies

In March 2022, Ito-Yokado was the only retailer to announce the “Declaration of Dementia Barrier-free by the Japan Public-Private Council on Dementia” indicating policies and guidelines for promoting dementia barrier-free. The purpose of this declaration is to provide a store environment where persons with dementia and their families can use products and services with peace of mind when they visit our stores, and to foster momentum for a dementia barrier-free society by promoting joint initiatives with corporations and organizations. In addition, in the declaration for dementia barrier-free, Ito-Yokado has set the goal of increasing the percentage of “dementia supporters” among all employees to “50% by FY2022, 75% by FY2023, and 100% by FY2024.”
We will continue to strengthen our efforts to develop “dementia supporters.”

Ito-Yokado Dementia Supporters

	End of February 2023	End of February 2024
Number of Dementia Supporters	14,571	18,152
Ratio of total employees	55.9%	58.9%

Dementia supporter training

Meetings for People with Early-Stage Dementia

Seven & i Food Systems has been pouring its energies into training dementia supporters. In July 2019, dementia supporters were posted to nearly all Denny's locations, where they have been engaged primarily in providing help to customers who suffer from cognitive impairments and their families.
Against this backdrop, around spring 2020, following consultation from Tokyo's Chiyoda City about the possibility of holding " Meetings for People with Early-Stage Dementia"* at one of our locations, we held the first such meeting at the Denny's Nibancho restaurant in the city in September 2020. Having the meeting in the at-home atmosphere of a family restaurant while being able to enjoy Denny's desserts and other offerings allowed for the lively exchange of ideas and the meeting has won great reviews. Since then, Seven & i has been working in parallel to expand the number of locations where these meetings are held, such as by cooperating with the cities of Shinagawa, Ota, Edogawa, and Toshima in Tokyo, Sakai City in Osaka Prefecture, the cities of Tsurugashima, Kawaguchi, and Fujimino in Saitama Prefecture, as well as the cities of Chiba and Ichihara in Chiba Prefecture and Seto City in Aichi Prefecture, to hold meetings at Denny's locations opening in those respective localities.Seven & i Food Systems will continue to expand the areas in which these Meetings for People with Early-Stage Dementia are held and contribute to those local communities.
Seven & i Food Systems will continue to expand the areas in which these Dementia Meetings by People with Early Dementia are held and contribute to those local communities.
*Meetings for People with Early-Stage Dementia: These meetings are an initiative being undertaken by many local governments. By providing the opportunity for information exchange to people who have been diagnosed with a cognitive impairment as well as those with concerns about impairments, they serve as a venue for helping to convey their thoughts and for studying what services are needed and community development based on a range of viewpoints.

Marketing Products that Support Senior Lifestyles

According to the Statistics Bureau, Ministry of Internal Affairs and Communications, as of September 15, 2023, the share of the total population of persons aged 65 years old and over (elderly ratio) was estimated 36.23 million, accounting for 29.1% percent of Japan’s population. In addition, it is forecast that this percentage will reach 36.3% by 2045. In this context, Seven & i Group is promoting the development and retail of products, and proposing lifestyle solutions, aimed at the elderly.

Development of “Anshin Support Shop”

Ito-Yokado is developing the Anshin Support Shop, which carries an extensive selection of apparel, daily essentials, and foods, including products that support the health and lifestyles of seniors and care products. In addition to explanations of products features by sales staff with specialized knowledge on caring including counselors specialized in welfare equipment, these staff are also able to deal with consultations regarding nursing care and welfare issues in general.
In addition, Ito-Yokado is working to develop products in response to customer opinions and comments. Products such as the “Petite Size Pajamas” with specifications tailored to the height of the elderly, and the “Triangular-fit Walking Stick” which prevents finger pain with its triangular grip customized to fit the palm and its original-design curved arm, have been well-received by customers.
› For more details about Anshin Support Shop (in Japanese)

Anshin Support Shop

	End of February 2022	End of February 2023	End of February 2024
Number of Stores	96	91	86
Number of Sales Staff with Specialized Knowledge in Caregiving	approx. 250	approx. 250	approx. 230

Financial Services for Foreign Residents

The financial services that Seven Bank provides incorporate multilingual guidance in a variety of setting to make more accessible to foreign customers.
For example, when foreign residents with Seven Bank accounts make deposits or withdrawals or use its overseas remittance service, they are supported by ATM screens that handle nine languages. Furthermore, when they make inquiries about their Seven Bank account, it has the contact center staff to handle 10 languages. Also, foreign nationals visiting Japan on vacation or other reasons who wish to obtain Japanese yen can use cash cards and credit cards issued overseas at its ATMs. The ATM screen in these instances is available in 12 languages.

Development of ATMs Easy to Use Even for Customers with Disabilities

Seven Bank is making daily progress on the ATM functions and services so that all customers can use them with confidence. With its voice guidance service, which is mainly for customers with visual disabilities, users can make a transaction by following voice instructions delivered through an intercom phone installed on the ATM to operate the buttons on the phone. Currently, customers with the cash cards of over 500 affiliated partner financial institutions can use this service. The system of voice guidance was developed after soliciting feedback from people with visual disabilities and testing its operability.
Given how the living environment for people has changed greatly in the 15 years since it was developed, in the fiscal year ended February 28, 2022, it conducted a needs assessment of people with visual impairments through interviews and questionnaires. In order to achieve the SDGs goal of "Leave No One Behind," Seve Bank is working to improve its ATM services based on the opinions it has received and develop them further.

Voice guidance service

Implementing Crime Prevention Measures for Local Communities

Seven & i Holdings cooperates in local crime prevention initiatives in line with the operational characteristics of each Group company so that its facilities can provide customers and locals with safety and security.

Safety Station Activities

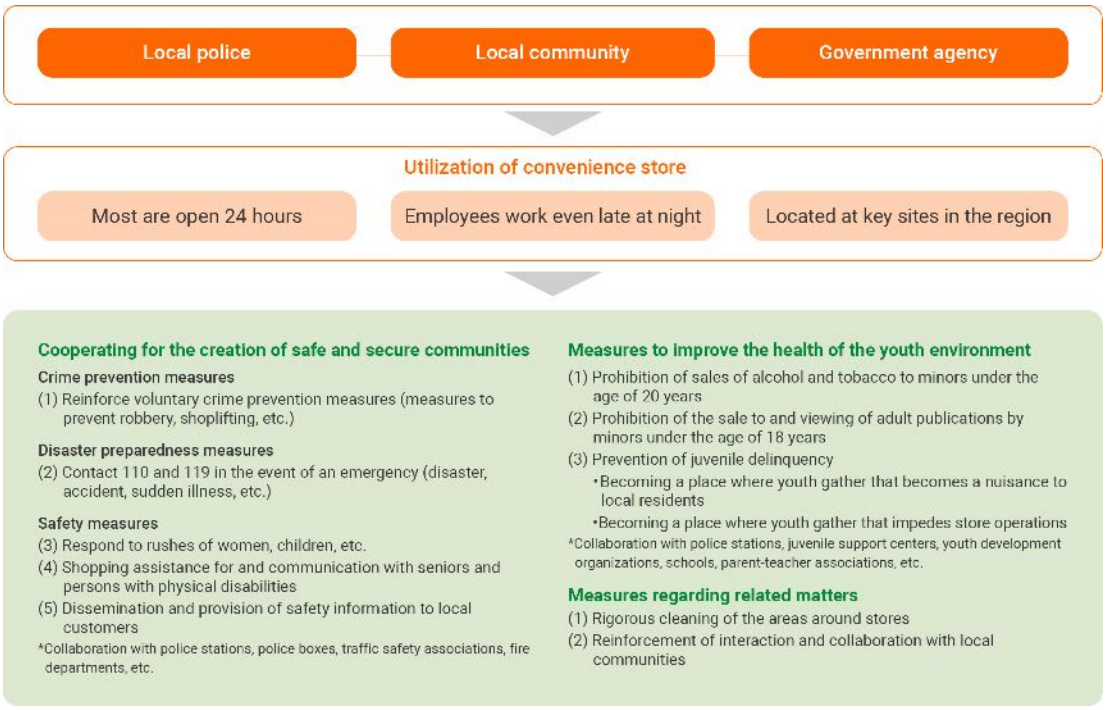
7-Eleven stores take advantage of the fact that they stay open 24 hours a day every day of the year to conduct Safety Station activities (SS activities). These involve looking out for the safety and security of the community through such activities as providing a place for women and children to seek assistance, protecting seniors, preventing robberies, shoplifting, and designated fraud, responding to accidents and disasters, and helping in the case of a sudden illness. 7-Eleven stores work to promote a healthier environment for young people by not selling alcohol and tobacco products to those under the age of 20 years, for example, and Seven-Eleven Japan also provides information to raise awareness of compliance and crime prevention at franchised stores through “SS Activity Notices” issued monthly.

Activities are publicized using posters

Preventing the sale of alcohol and tobacco to those younger than 20 years old

Safty Station (SS) Activity Notice

Safty Station (SS) Activity Notice



› The “SS Space” on the Japan Franchise Association (JFA) website (in Japanese)