

Economy Watchers Survey
September 2025

OVERVIEW OF THE MONTH

The DI for current economic conditions in September (seasonally adjusted) went up by 0.4 points from the previous month to 47.1.

The household activity-related DI went up mainly because the housing-related DI increased, though the food and beverage-related DI decreased. The corporate activity-related DI went down because the DI for the manufacturing sector decreased. The employment-related DI increased.

The DI for future economic conditions in September (seasonally adjusted) went up by 1.0 points from the previous month to 48.5.

The household activity- and corporate activity-related DIs rose, though the employment-related DI fell.

On a not seasonally adjusted basis, the DI for current economic conditions rose by 0.3 points from the previous month to 46.6, and the DI for future economic conditions rose by 1.5 points from the previous month to 48.2.

The assessment of Economy Watchers indicated in this survey can be summarized as follows: The economy is showing movements of picking up. As for the future, the rebound is expected to continue, despite concern about price hikes and the impact of U.S. trade policy.

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SUMMARY OF CHARACTERISTIC REASONS**FOR THE ASSESSMENT OF THE ECONOMY**

National

(Assessments) **A**, Better; **B**, Slightly better; **C**, Unchanged; **D**, Slightly worse; **E**, Worse**1. Current conditions**

<i>Household activity</i>	
B	- Three months ago, the number of inbound tourists sharply decreased due to rumors that an earthquake would occur in Japan. As the related anxiety has been dispelled, with the heat easing, however, we have regained the same level of group reservations for our hotel as we saw before the Novel Coronavirus outbreak. (Tokai: Tourist hotel) - Although housing starts have been decreasing slightly, the number of buyers who can accept housing price hikes is increasing. In addition, the costs of options regarding housing are rising. (Southern Kanto: Housing dealer)
D	- The number of visitors and sales volume have been declining slightly for the second straight month. Price hikes may be a major factor behind the decline. (Tohoku: Convenience store) - The consecutive holidays during our busy season were affected by rain. In addition, we saw many days when visitors decreased slightly year on year. (Northern Kanto: Theme park)
<i>Corporate activity</i>	
A	Information technology investment is expanding, indicating companies' proactive investment attitude. (Chugoku: Telecommunications company)
D	As the hot days continue, beverage-related sales are robust. In contrast, orders and sales are decreasing for farm products, fruits and vegetables, automotive products, and other goods, indicating a slight economic deterioration. (Tokai: Pulp, paper, and paper-processed products manufacturing industry)
<i>Employment</i>	
C	Many companies are continuing the recruitment of next year's new graduates beyond September, increasing job openings against the backdrop of a serious labor shortage. Although the situation is advantageous for students, new graduate recruitment activities have been prolonged, indicating that securing human resources has become a serious challenge for companies and other organizations. As the labor shortage is expected to continue in the future, many companies and other organizations are struggling with recruitment activities. Many companies will continue their new graduate recruitment activities in and after October. (Kyushu: School [University])

2. Future conditions

<i>Household activity</i>	
B	While basic hourly wages increase through the revision of minimum wages, as a convenience store selling daily goods, we hope for increases in consumers' purchase volume and value. Although seasonal products failed to sell well due to little rainfall and prolonged hot weather in September, we expect to increase sales of seasonal miscellaneous goods and hot drinks in the middle of winter. (Southern Kanto: Convenience store)

	As the autumn leaves season has started, the number of domestic customers is recovering slightly. Bookings by inbound tourists are also recovering towards the winter season. For this reason, we think that the economy will slightly improve. (Hokkaido: Tourist hotel)
D	- It is a hectic time towards the end of the year. This year, however, it is likely to be a little different. It is unclear how much the world will calm down, including price hikes. If the current situation continues, it is unlikely that people will feel upbeat enough to spend money on anything other than daily necessities. So, we cannot be optimistic about the future. (Kinki: General retailer [Clocks]) - In October, labor costs are expected to increase in response to hikes in minimum wages. As various costs continue to rise, we are struggling to secure profits. There is a limit to improving profit margins by cutting costs, which is a great concern. (Hokuriku: Convenience store)
<i>Corporate activity</i>	
B	As domestic construction investment is expected to remain steady for the time being, we think that the economy will improve slightly in the future. (Hokkaido: Other services [Construction equipment lease])
C	Orders for automotive products remain sluggish, especially those from China. On the other hand, orders for products related to motorcycles and industrial machines have been robust, especially those from abroad. As for North America, where business operations are beginning to be affected by U.S. tariffs, domestic automakers are switching to U.S. production. This is likely to affect future orders for our products. (Hokuriku: General machinery and equipment manufacturer)
<i>Employment</i>	
D	Companies have increasingly been refraining from hiring workers due to rising labor costs and prices, leading us to expect a future decrease in job openings. (Shikoku: Job information magazine publisher)