

TGMS Japan Monthly Report

CY26 January

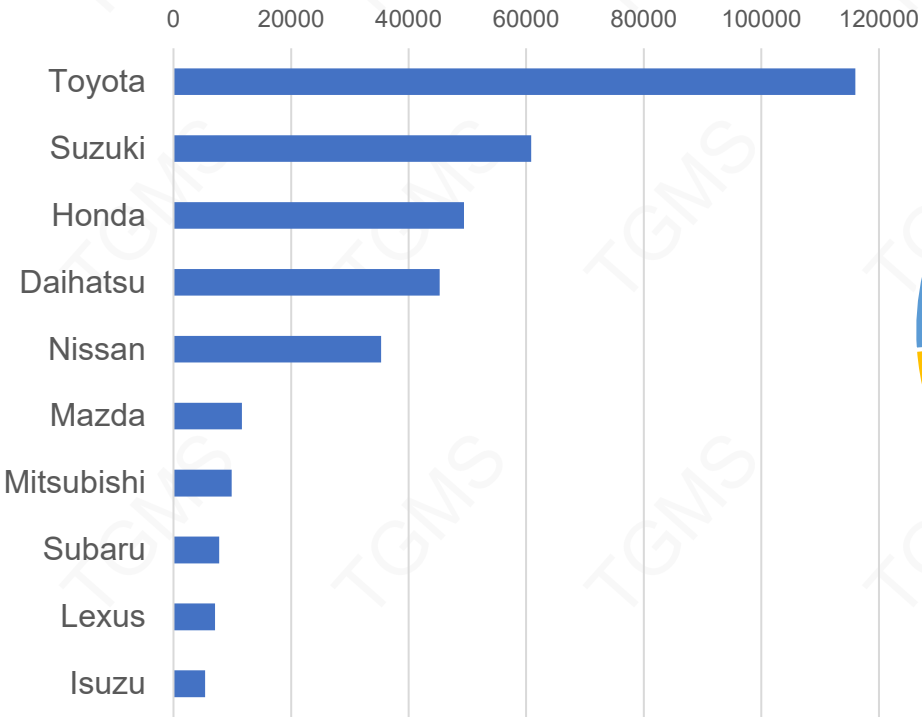
**Tomura
Global Mobility
Strategy**

naoki@tgmsstrategy.com

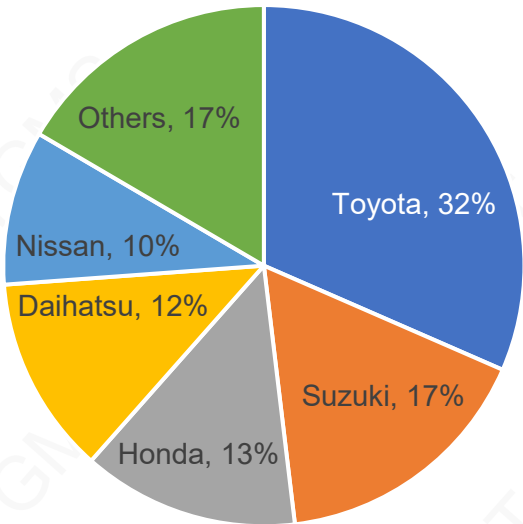
Japan January 2026 Automobile Sales Volume Flash Report

CY26/1	YoY	MoM
367,748	-2.3%	9.6%

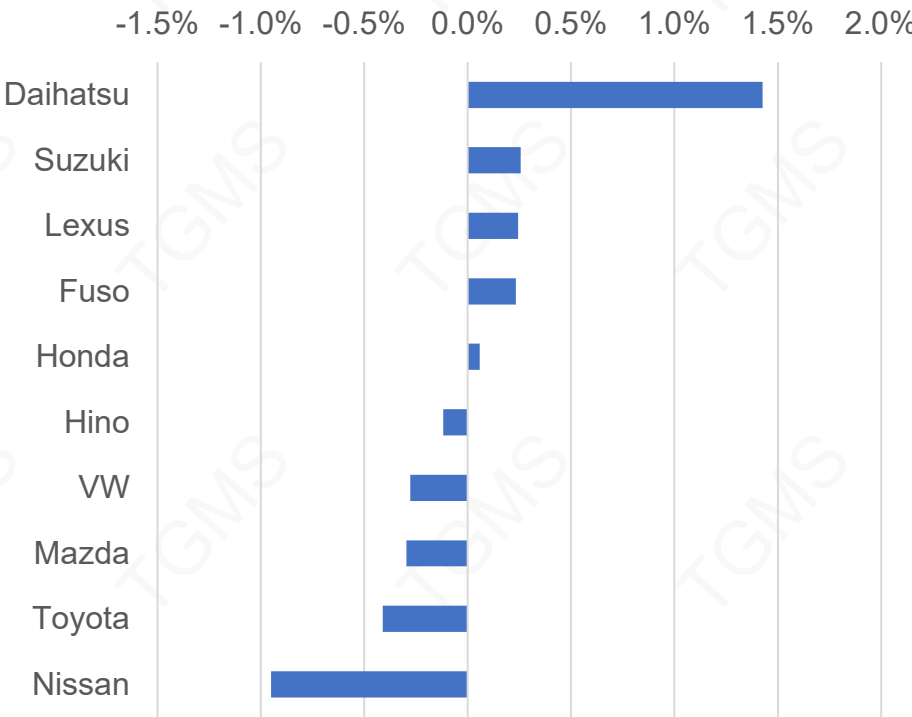
Top 10 OEM



OEM Share



YoY Share Increase/Decrease



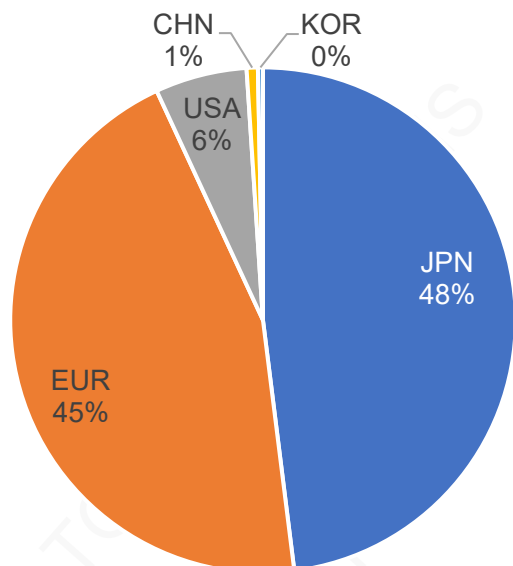
Source: JADA, TGMS harmonized

- Japan auto market opened 2026 with limited structural change. Domestic OEMs continued to dominate overall volume, while share movements remained modest across major players.

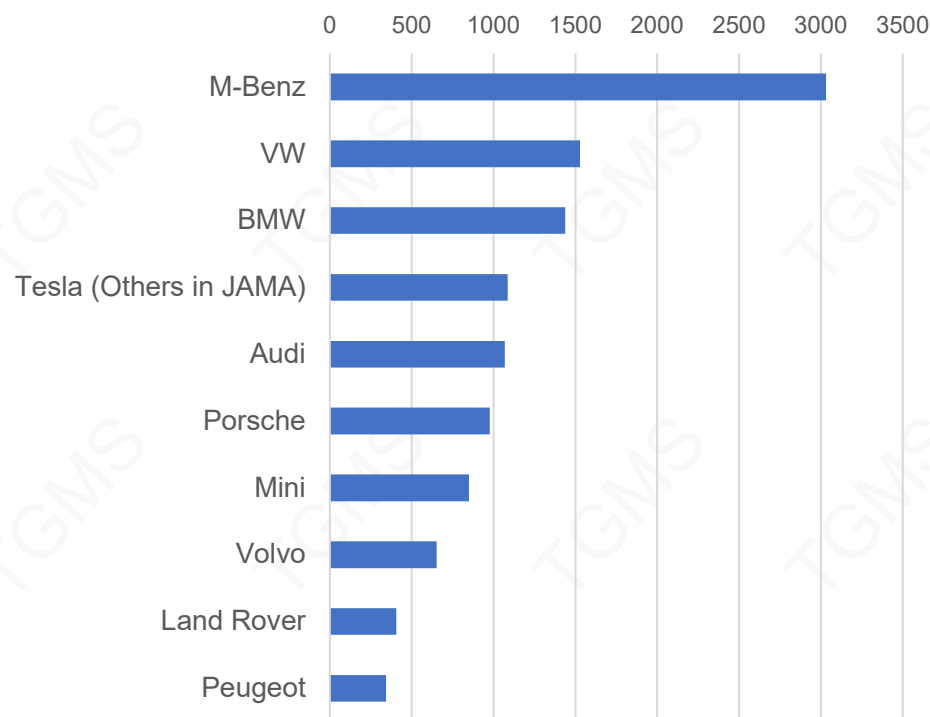
Japan January 2026 Automobile Import Volume Flash Report

CY26/1	YoY	MoM
25,045	10.5%	-23.5%

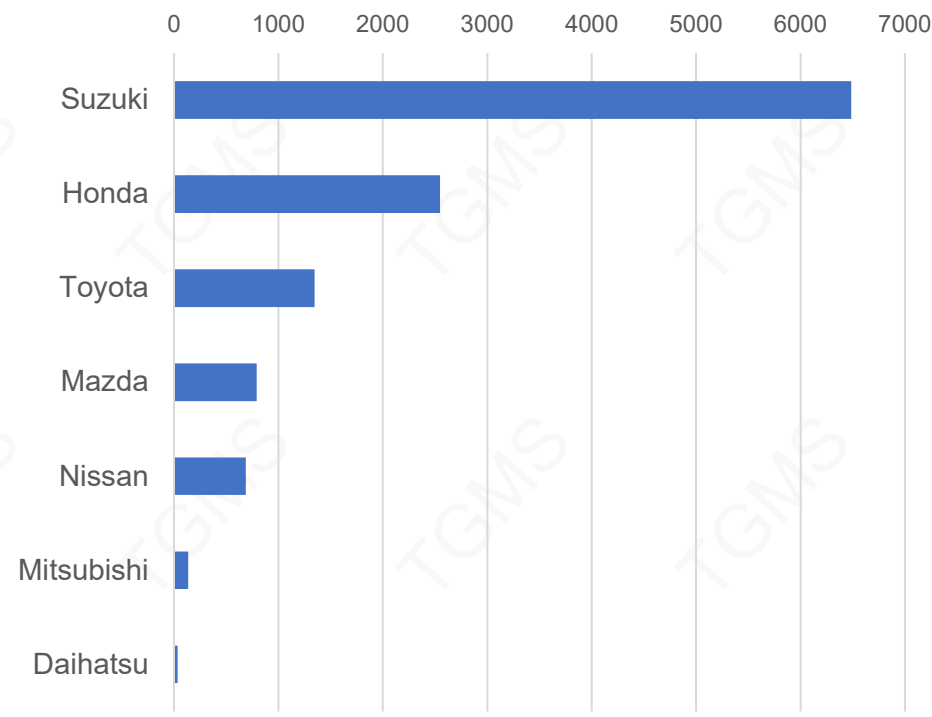
Brand Origin



Top 10 OEM (Non-JPN Brands)



JPN Brands Reverse Imports



Source: JAIA , TGMS harmonized

While total import volume increased YoY, a notable shift was observed in brand origin, with Japan-brand vehicles accounting for a materially larger share of imports.

Further details, please contact naoki@tgmsstrategy.com