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The official list of fastest-growing
digital companies



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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **APPAREL & ACCESSORIES**
COMPANIES













APPAREL & ACCESSORIES:

A predefined list of clothing brands and contemporary lifestyle boutiques.

INSIGHT

Daytona-park.com renewed in November 2022 as a fashion mall that handles brands other than its own, and its updated site functionality also contributed to traffic growth. Korean fashion is popular among Gen Z in Japan, and it is also noteworthy that Korean fitness wear brand xexymix.jp ranked third with support from a wide range of generations. The brand concept that emphasizes sustainability and diversity, such as "creating a world-class brand from a developing country" (motherhouse.co.jp) and "designing clothes that make you feel beautiful just the way you are" (beautiful-people.jp), has gained a lot of support.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	 daytona-park.com	1659.2%	18.1M	123.2K
2	 basementonline.co.jp	1347.4%	13.4M	242.8K
3	 xexymix.jp	482.8%	3.5M	61.8K
4	 clumsy-tokyo.com	432.6%	9.5M	306.3K
5	 hcloset.com	342.0%	69.2M	221.4K
6	 sneakers-labo.com	331.6%	4.4M	133.6K
7	 clear-store.com	292.3%	2.7M	132.9K
8	 ordersuit.info	233.4%	5.8M	53.2K
9	 dig-it.media	226.7%	7.4M	239.3K
10	 smartmag.jp	218.5%	2.3M	92.8K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	redwingheritage.jp	212.6%	4.0M	20.8K
12	sanyo-shokai.co.jp	195.4%	5.5M	93.9K
13	aboutapond.com	190.8%	2.3M	2.4K
14	wego.jp	182.4%	5.7M	46.1K
15	motherhouse.co.jp	180.4%	6.2M	26.6K
16	beautiful-people.jp	177.8%	3.5M	18.2K
17	sangacio.com	170.7%	2.5M	27.9K
18	stunscape.com	164.8%	1.7M	2.5K
19	style-mixer.com	158.2%	6.8M	19.8K
20	shop-yamatou.com	157.8%	1.7M	14.2K

METHODOLOGY

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **AUTOMOTIVE** COMPANIES



AUTOMOTIVE:

A predefined list of automotive care and vehicle parts platforms.

INSIGHT

The year 2023 was a boom year for the used car market, according to survey data, and this ranking reflects that trend, with five sites ranked as used car buyers, appraisers, and sellers with physical stores. All of the sites received 70% of their traffic from organic search, spent around one minute on the site, and had at most three page views, reflecting the user's purpose of searching for a car. 2023 will see an increase in awareness of electric kickboards as a new form of transportation, with brand sites (e.g. swallow-scooter.com) ranked fifth.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	vague.style	337.8%	17.2M	959.9K
2	kurumanomori.com	208.3%	1.9M	105.4K
3	michelin.com	190.8%	3.4M	152.5K
4	carseven.co.jp	152.8%	7.7M	420.5K
5	swallow-scooter.com	151.3%	1.6M	78.4K
6	keinomori.com	143.3%	4.7M	188.9K
7	mobilico.jp	117.8%	2.6M	134.2K
8	cis6200.jp	117.4%	26.5M	87.3K
9	haisya110.com	115.6%	2.5M	151.8K
10	kuruma-lifhack.com	112.3%	2.3M	43.3K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	trck.jp	107.1%	1.4M	70.4K
12	enlargecorp.co.jp	100.0%	1.4M	67.3K
13	tireworldkan.com	99.5%	3.9M	230.2K
14	libertynet.jp	87.9%	1.7M	80.7K
15	shop.dunlop.co.jp	87.5%	1.9M	66.6K
16	jtekt.co.jp	83.5%	6.5M	132.1K
17	kurumaru.com	82.4%	3.3M	61.6K
18	ziplus.jp	82.2%	4.4M	219.7K
19	takaragaike.co.jp	82.2%	1.4M	68.9K
20	jafmate.jp	80.0%	4.2M	253.8K

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **BEAUTY & PERSONAL CARE**
COMPANIES

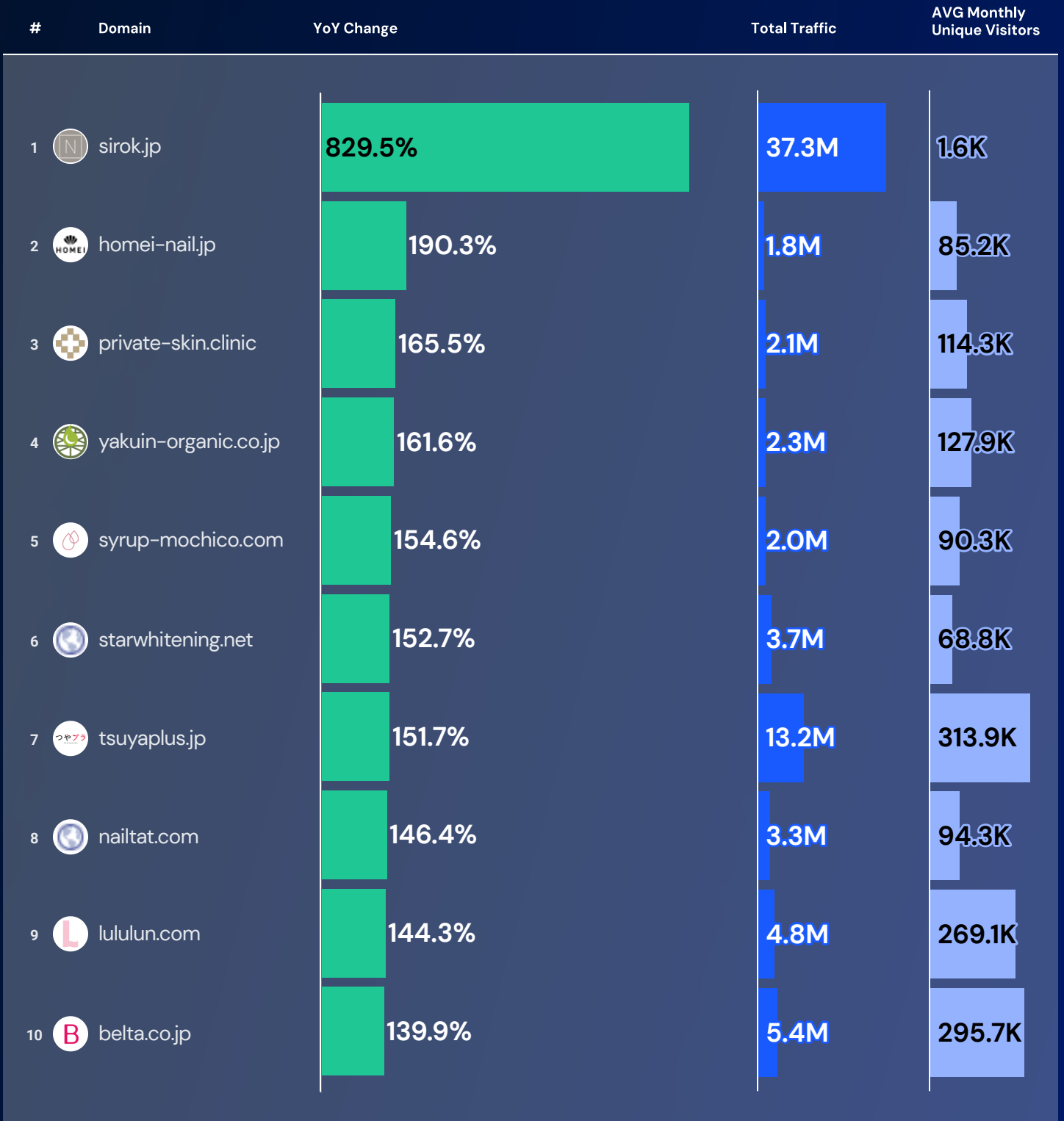


BEAUTY & PERSONAL CARE:

A predefined list of beauty, skincare, and fragrance brands.

INSIGHT

Six e-commerce sites were ranked, five of which use the subscription model. However, two of them are discontinuing subscriptions this year, indicating that it is not always a win-win situation. In addition, four beauty clinics ranked in the list, all of which receive more than 60% of their traffic from organic sources, indicating that the success or failure of SEO is directly related to attracting customers.





#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	whiteningcafe.jp	117.2%	1.3M	65.6K
12	shibu-cli.com	112.0%	2.7M	168.1K
13	parado.jp	109.3%	2.5M	130.4K
14	themedicube.jp	108.6%	1.3M	48.2K
15	yuribiyo.com	108.2%	1.8M	79.8K
16	mizunomori.com	108.0%	3.9M	187.5K
17	omotesando-skin.jp	106.1%	1.5M	76K
18	s-herb.com	104.1%	3.0M	153.9K
19	morikoshi.net	103.4%	3.0M	185K
20	medipartner.jp	103.3%	8.3M	354.1K

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **CONSUMER ELECTRONICS**
COMPANIES

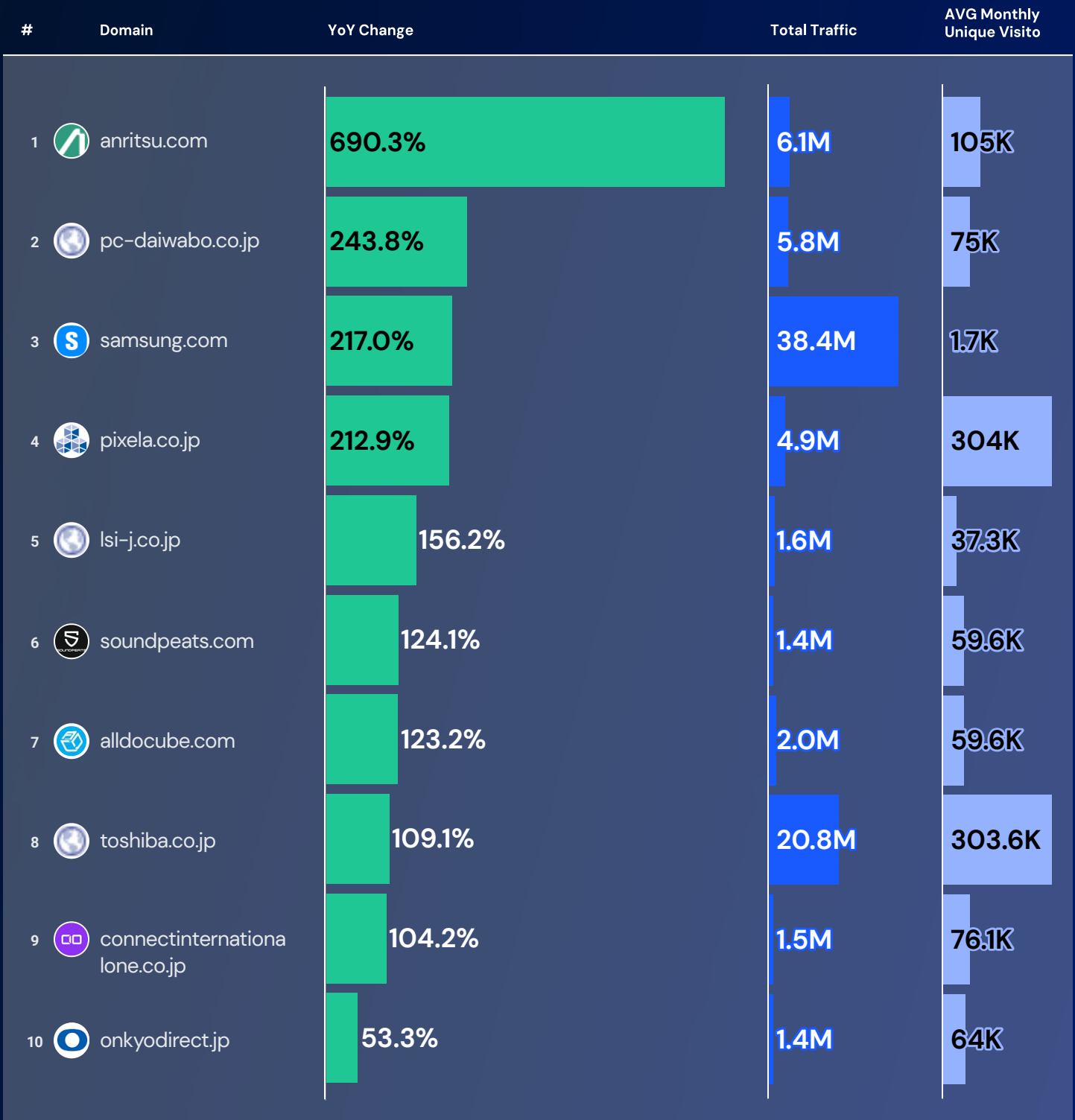


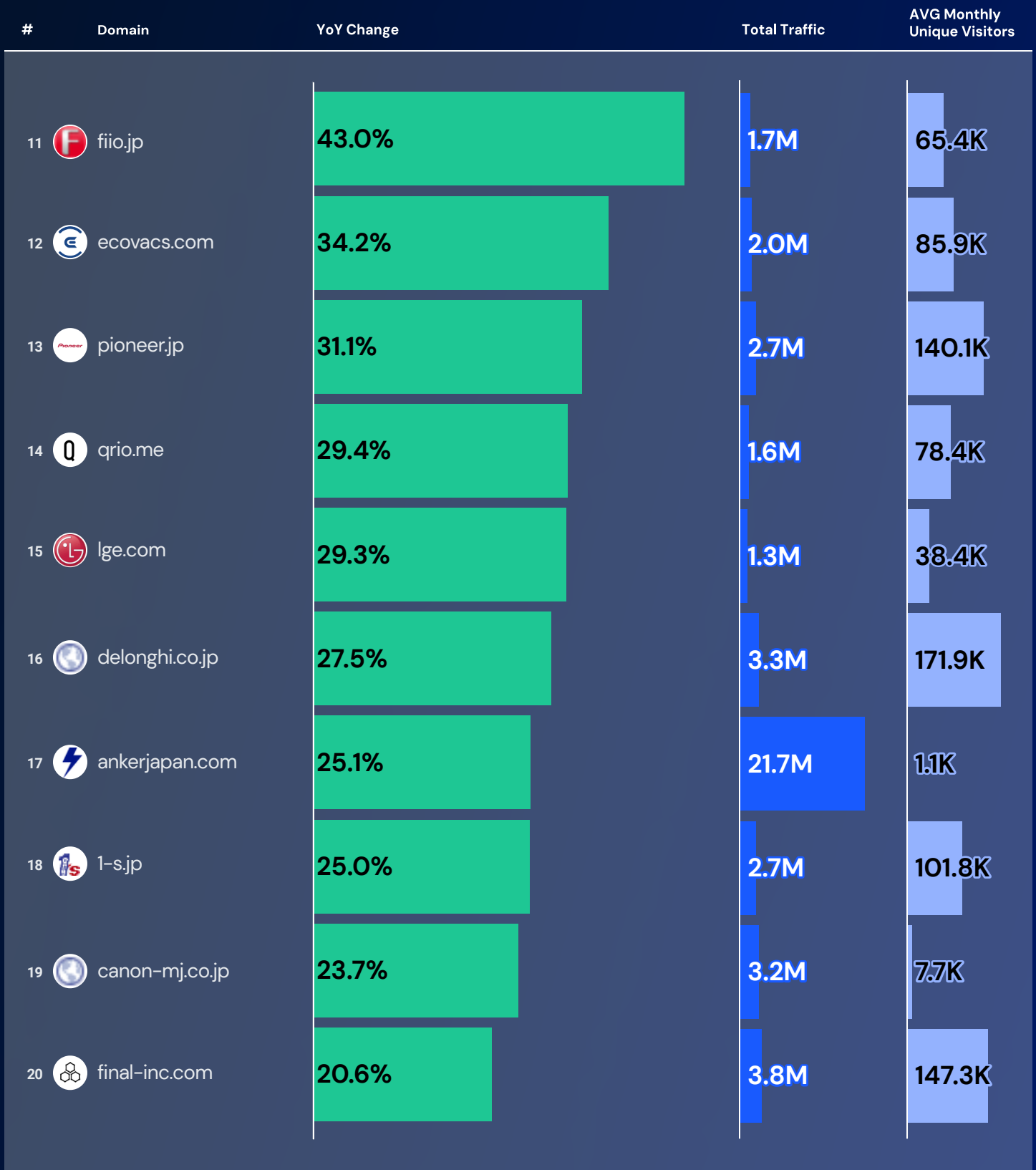
CONSUMER ELECTRONICS:

A predefined list of high-tech DTC sites and retailers.

INSIGHT

ecovacs.com and ankerjapan.com, which also ranked in the top 10 last year, are ranked 12th and 17th again this year. They are establishing themselves as smart home appliance brands. Most notably, there are six startups in the list that are characterized by unique product development utilizing IT and other technologies. For example, No. 7 SOUNDPEATS (soundpeats.com), founded in China in 2010, develops high-performance Bluetooth earphones based on the concept of "pursuing the ultimate in original sound reproduction". Qrio (qrio.me), No. 14, was founded in 2014 and is attracting attention for its smart locks and smart tags, which are suited to the Japanese living environment.





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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **PERSONAL FINANCE** COMPANIES



PERSONAL FINANCE:

A predefined list of financial services platforms and niche banking solutions targeted to consumers.

INSIGHT

More than one in ten people now utilize the "Furusato (hometown) tax payment," in which personal assets are allocated for donation. And use of the online platform (mypg.jp) for "one-stop special application," which allows taxpayers to receive donation deductions without having to file an income tax return after paying taxes, has expanded rapidly, ranking third. The use of AI in the asset management field is progressing, and the number of users of robo-advisors expanded significantly, but the two sites that made the ranking were those offering face-to-face advice services with experts (moneiro.jp and 41fp.com). This indicates that there is a high demand for users who want to learn financial knowledge and face their investments properly. The ranking of five money contents for beginners is also unique, indicating that this is a sector with a strong media metabolism.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	bigboss-financial.com	619.3%	13.9M	453.7K
2	gmopg.jp	456.4%	71.8M	3.7K
3	mypg.jp	274.3%	7.5M	341.5K
4	moneiro.jp	267.3%	8.4M	473.4K
5	mediawith.co.jp	258.4%	2.3M	84.6K
6	18shinwabank.co.jp	254.6%	12.2M	166.5K
7	okane-kenko.jp	240.3%	8.5M	491.9K
8	bitforex.com	237.7%	28.7M	379.2K
9	konohoken.com	219.4%	3.1M	156.7K
10	41fp.com	198.9%	2.8M	163K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	n225chart.com	155.5%	6.1M	26.7K
12	mastercard.com	153.1%	1.8M	105.5K
13	exness.com	147.1%	13.8M	492.4K
14	sala-money.com	140.3%	2.1M	94K
15	invest-jp.net	136.7%	1.8M	39K
16	nanairolife.co.jp	127.0%	1.5M	59.2K
17	lta.go.jp	121.1%	5.8M	254.6K
18	okx.com	113.3%	12.4M	262K
19	folio-sec.com	112.7%	4.6M	160.5K
20	toushikiso.com	111.7%	8.7M	504.3K

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