

Japan: 7Eleven Japan, FamilyMart launch cashless mobile payment

Both companies hope to collect data for product development, as well as increasing customer experience and the efficiency of store management.



Major Japanese convenience store chains 7Eleven Japan Co. and FamilyMart Co. have launched their own smartphone payment solution. With this move, it is expected that competition will further intensify in the retail sector.

7Eleven Japan president Fumihiko Nagamatsu has highlighted that the app will improve customer experience of an average of 22 million daily shoppers.

FamilyMart President Takashi Sawada has expressed that its FamiPay cashless payment solution aims reducing its employees' workload and offer more convenience to customers.

Both mobile payment services will allow users to make payments by presenting barcodes displayed on their smartphones at the cashier counters.

7Eleven Japan, a Seven & i Holdings Co. unit, and FamilyMart, a FamilyMart Uny Holdings Co. unit, are encouraging customers to subscribe to their cashless moobile payment services through promotion campaigns.