

The domestic economy improved for six consecutive months

~ Driven by tourism and semiconductor demand,
with attention focused on trends in Japan-China relations ~

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(Companies researched: 24,531; Valid responses: 10,207; Response rate: 41.6%; Survey start date: May 2002)

< Trend in November 2025: Upward Trend >

The Economic Diffusion Index (DI) in November 2025 increased by 0.2 points from the previous month to 44.1, marking six consecutive months of improvement for the first time in five years since November 2020.

Although rising purchasing costs weighed on the economy, strong performance in tourism and semiconductor demand sustained the improvement trend.

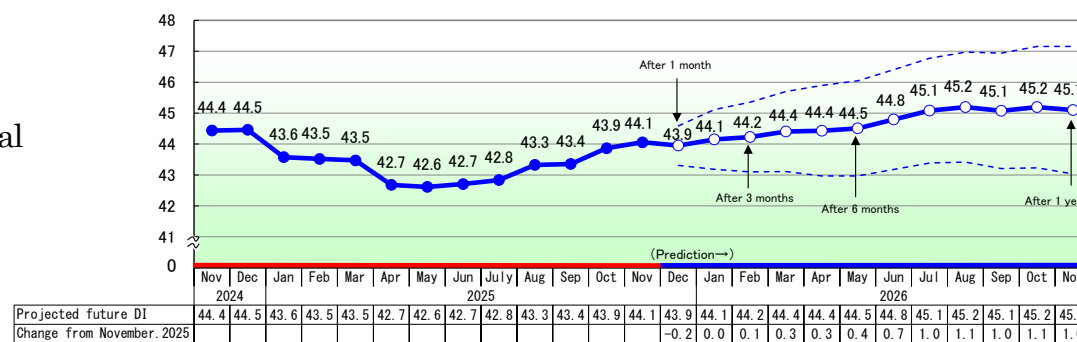
< Future outlook: Gradual recovery >

The domestic economy is expected to continue its gradual improvement trend, albeit with minor fluctuations.

By industry: 4 out of 10 industries improved, with some industries such as the tourism-related sector remaining resilient.

By scale: "Large firms" and "small to medium-sized firms" improved, while "micro firms" deteriorated.

By region: 5 regions improved, 5 regions worsened, reflecting contrasting trends in construction and event-related demand.



*: The economic forecast DI is calculated using the Forecast Combination method of the results of the ARIMA model and the structural equation model.

Economic Diffusion Index (Economic DI)1/2

	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Ratio to the Rrevious Month
Total	44.4	44.5	43.6	43.5	43.5	42.7	42.6	42.7	42.8	43.3	43.4	43.9	44.1	0.2
Large Firms	48.3	48.7	48.1	48.2	47.9	46.7	46.8	47.1	47.3	47.8	48.2	48.0	48.5	0.5
Small to Medium-sized Firms	43.7	43.7	42.8	42.7	42.7	42.0	41.9	41.9	42.0	42.6	42.5	43.1	43.3	0.2
Micro Firms	42.7	42.6	41.5	41.6	41.6	41.0	40.8	41.0	40.9	41.7	41.5	42.2	42.1	▲ 0.1

		Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Ratio to the Previous Month
Agriculture,Forestry,Fisheries		46.7	43.7	45.1	46.8	47.0	47.5	48.1	49.3	46.1	47.9	46.6	51.8	52.7	0.9
Finance		46.9	47.2	47.0	47.0	47.8	46.2	46.0	47.7	46.2	46.5	48.0	49.1	48.5	▲ 0.6
Construction		48.1	47.6	46.9	46.7	46.7	45.9	45.9	45.9	46.4	46.8	47.3	47.7	47.6	▲ 0.1
Real Estate		47.5	48.2	47.6	47.5	47.6	46.9	49.0	48.4	47.7	48.1	49.3	49.9	49.2	▲ 0.7
Manufacturing	Food,BEWerages,Livestock Feed	42.9	42.6	42.3	41.2	40.4	40.6	42.0	40.9	41.3	42.8	41.7	42.4	43.1	0.7
	Textile,Textile Products,Clothing	36.7	36.3	35.1	38.1	36.8	35.2	34.1	32.9	33.6	34.2	36.8	34.6	34.9	0.3
	Construction Materials,Furniture,Ceramics,Stone and Clay Products	39.2	40.8	38.8	40.1	38.4	38.6	36.8	39.3	40.0	39.0	38.7	40.1	40.0	▲ 0.1
	Pulp, Paper and Paper Products	36.5	38.8	35.8	36.8	37.9	38.1	34.9	35.3	35.6	38.0	38.4	40.0	37.9	▲ 2.1
	Publishing,Printing	34.2	33.6	33.5	33.9	32.9	33.3	32.9	32.0	32.6	33.2	32.4	32.6	33.4	0.8
	Chemical	43.4	42.5	42.5	42.8	41.6	42.4	41.5	41.4	42.4	43.3	42.3	43.2	43.7	0.5
	Steel,Nonferrous Metals,Mining	39.7	38.5	38.0	36.5	38.1	35.1	35.3	35.7	36.6	37.8	36.4	37.8	37.8	0.0
	General Machinery	41.9	41.3	40.9	40.1	39.1	37.5	37.8	38.4	37.5	38.5	37.8	40.3	39.7	▲ 0.6
	Electrical Machinery	42.8	43.5	43.0	43.1	43.4	40.9	39.9	41.6	42.8	42.0	44.1	44.0	44.6	0.6
	Transportation Machinery,Equipment	41.3	41.7	43.3	39.9	42.9	38.2	36.5	39.9	40.7	39.1	41.9	43.9	44.2	0.3
	Precision Machinery,Medical Instruments and Equipment	46.4	48.4	47.3	46.3	46.9	45.3	44.1	44.3	44.1	47.0	44.4	44.8	45.6	0.8
	Other	38.9	40.1	39.2	41.4	41.0	41.4	40.5	37.2	38.9	40.1	38.1	40.1	39.4	▲ 0.7
Total		40.8	40.7	40.1	39.8	39.6	38.5	38.1	38.4	38.9	39.6	39.2	40.3	40.3	0.0
Wholesale	Food,BEWerages	42.4	44.0	41.8	42.2	41.3	41.3	41.2	40.3	41.1	41.8	41.8	41.1	41.3	0.2
	Textile,Textile Products,Clothing	33.7	34.4	34.5	33.8	34.6	35.8	35.1	34.8	34.8	33.7	33.2	32.2	33.8	1.6
	Construction Materials,Furniture,Ceramics,Stone and Clay Products	39.2	38.9	39.3	38.0	38.9	38.2	39.0	38.2	37.4	37.6	38.1	39.2	39.6	0.4
	Paper Products,Stationery,Books	39.4	37.3	35.4	39.8	40.0	37.8	36.8	36.6	35.3	36.2	35.3	37.2	38.4	1.2
	Chemical	43.5	44.2	43.3	43.2	42.9	41.2	41.8	41.7	42.0	42.4	43.2	43.7	43.7	0.5
	Recycled Resources	38.5	40.3	36.5	42.1	36.2	35.8	35.1	36.6	36.0	37.0	37.3	40.8	41.2	0.4
	Steel,Nonferrous Metals,Mining Products	36.4	34.7	34.0	33.7	33.3	32.8	32.4	33.0	33.7	34.5	34.9	35.3	36.1	0.8
	Machinery,Equipment	43.9	44.5	43.2	43.6	43.7	42.3	42.2	42.6	42.3	43.1	42.8	43.4	43.6	0.2
	Other	42.1	42.3	40.7	41.1	41.5	40.8	40.7	40.1	40.2	40.5	40.4	39.7	40.4	0.7
	Total		41.3	41.5	40.3	40.6	40.7	39.8	39.7	39.6	39.5	40.0	40.0	40.3	40.8

Economic Diffusion Index (Economic DI)2/2

		Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Ratio to the Previous Month
Retail	Food,BEWerages	40.6	39.7	38.5	38.6	39.6	41.8	41.1	40.8	40.3	40.7	41.6	39.1	39.3	0.2
	Textile,Textile Products,Clothing	39.1	40.0	38.1	35.4	34.8	35.0	39.0	35.4	36.4	36.7	34.5	35.0	35.4	0.4
	Drugs,Sundries	42.5	41.5	42.0	39.1	40.6	35.4	35.9	36.1	39.7	41.1	39.2	35.7	39.1	3.4
	Furniture	34.7	36.4	31.3	34.5	28.2	36.3	33.9	31.8	32.0	35.2	36.1	36.5	34.0	▲ 2.5
	Electrical Household Appliances, Information Machinery and Equipment	38.8	42.6	43.0	42.3	42.3	41.4	39.6	43.0	42.3	42.4	42.6	43.5	41.2	▲ 2.3
	Motor Vehicles,Motor Vehicle Parts	39.3	39.5	39.6	38.9	42.9	40.5	38.2	40.8	38.0	40.1	38.8	40.2	38.6	▲ 1.6
	Special Merchandise	38.0	38.1	37.3	38.5	38.2	37.5	37.5	37.4	38.6	38.3	38.4	39.1	39.1	0.0
	Various Merchandise	42.4	39.6	38.8	39.5	39.5	36.0	35.8	36.3	38.5	38.5	37.8	39.9	39.6	▲ 0.3
	Other	45.6	44.4	37.5	41.2	39.3	43.3	45.2	44.8	46.9	49.0	36.3	44.1	40.2	▲ 3.9
	Total	39.4	39.5	38.6	38.6	39.2	38.6	38.3	38.6	38.9	39.4	38.8	39.1	38.8	▲ 0.3
Transportation,Warehousing		45.9	45.7	42.9	42.5	43.3	41.9	42.8	42.3	42.9	43.9	43.2	44.2	45.5	1.3
Service	Restaurants	47.5	49.5	45.5	43.6	45.1	46.2	43.5	44.6	45.6	46.8	45.6	44.1	43.4	▲ 0.7
	Postal,Telecommunications	53.0	57.6	50.0	48.6	53.3	48.7	50.0	47.4	51.9	47.9	48.1	53.0	56.3	3.3
	Electricity,Gas,Water,Heat	45.8	39.7	45.0	44.4	41.0	47.1	44.4	43.3	46.1	48.3	48.1	46.5	45.6	▲ 0.9
	Leasing,Rentals	49.5	51.0	51.1	49.8	52.2	48.7	49.8	48.0	49.3	49.7	48.3	49.0	48.4	▲ 0.6
	Lodging, Hotels	60.0	56.9	55.4	52.8	53.9	54.8	52.4	51.7	49.6	50.5	51.8	53.8	57.3	3.5
	Recreation	45.8	45.6	46.2	46.5	44.0	45.4	47.6	45.2	46.8	45.0	48.4	46.8	46.5	▲ 0.3
	Broadcasting	51.6	53.0	47.5	49.0	50.8	49.2	48.4	49.2	50.8	47.6	48.4	46.5	46.7	0.2
	Maintenance,Guarding,Testing	48.9	48.3	46.3	49.0	46.6	46.5	46.6	47.0	48.5	47.0	47.0	47.4	47.8	0.4
	Advertising	46.2	48.3	45.5	46.0	45.7	45.5	46.1	47.2	47.2	45.7	46.4	46.3	46.2	▲ 0.1
	Information	54.0	53.8	54.0	53.7	52.7	52.7	52.1	52.5	51.7	51.8	52.3	52.1	52.7	0.6
	Labor Dispatching	48.4	50.0	50.8	47.2	47.1	48.5	48.2	47.9	48.3	46.7	46.7	47.6	48.4	0.8
	Special Services	50.0	50.0	49.8	49.5	49.6	49.0	49.7	49.2	49.0	50.3	50.3	50.7	50.5	▲ 0.2
	Medical,Welfare,Public Health	41.9	43.6	42.4	41.9	42.5	42.0	41.4	40.4	38.0	39.5	39.6	39.5	41.0	1.5
	Education	47.0	49.0	46.0	43.9	46.8	42.2	44.9	43.4	40.6	39.9	43.1	43.9	42.5	▲ 1.4
	Other	47.7	48.3	46.6	47.1	46.8	46.4	45.5	47.3	47.3	46.5	46.2	46.9	46.5	▲ 0.4
	Total	49.9	50.2	49.2	49.0	48.7	48.4	48.2	48.3	48.3	48.2	48.5	48.6	48.9	0.3
Other		40.0	39.6	41.7	40.8	41.7	40.2	45.0	39.2	37.9	40.7	42.4	41.4	40.9	▲ 0.5

		Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Ratio to the Previous Month
Hokkaido		43.8	43.6	41.8	41.8	41.7	42.0	43.4	43.9	43.7	43.9	44.4	43.4	42.6	▲ 0.8
Tohoku		40.6	40.1	38.9	38.6	38.3	37.9	38.2	39.1	39.2	39.5	39.2	39.5	39.4	▲ 0.1
Kita-Kanto		42.4	41.9	41.1	41.4	40.7	40.5	39.3	40.1	41.3	41.0	41.3	41.9	42.1	0.2
Minami-Kanto		46.4	46.8	46.0	46.0	46.2	45.5	45.3	45.5	45.7	45.9	45.9	46.4	46.9	0.5
Hokuriku		42.2	41.7	40.5	41.0	40.6	40.2	40.4	40.0	40.9	41.0	41.4	41.6	41.7	0.1
Tokai		44.1	44.0	43.7	43.5	43.1	41.4	41.5	41.4	41.6	43.2	42.8	43.4	43.3	▲ 0.1
Kinki		43.8	44.2	43.1	43.2	43.5	42.7	42.2	42.1	41.5	42.7	42.5	43.3	43.2	▲ 0.1
Chugoku		44.5	44.1	43.0	42.6	42.9	41.4	41.4	40.9	41.3	42.1	42.1	42.7	43.3	0.6
Shikoku		41.3	40.1	40.1	40.3	41.4	39.6	40.6	39.7	39.9	40.6	41.2	42.0	43.1	1.1
Kyushu		47.2	47.6	46.4	46.3	45.7	44.8	44.8	44.5	44.4	44.4	44.6	45.5	45.3	▲ 0.2

Appendix

1.Research Subjects(Companies researched: 24,531; Valid responses: 10,207; Response rate: 41.6%)

1.Region

Hokkaido	459	Tokai	1,125
Tohoku	732	Kinki	1,625
kitaKanto	781	Chugoku	689
minamikanto	3,047	Shikoku	356
Hokuriku	530	Kyushu	863
		Total	10,207

2.Industry (10 Industries 51 Lines of business)

Agriculture, Forestry, Fisheries		117
Finance		157
Construction		1,554
Real Estate		441
Manufacturing (2,387)	Food, Beverages, Livestock Feed	250
	Textile, Textile Products, Clothing	116
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	168
	Pulp, Paper and Paper Products	80
	Publishing, Printing	159
	Chemical	310
	Steel, Nonferrous Metals, Mining	438
	General Machinery	423
	Electrical Machinery	239
	Transportation Machinery, Equipment	92
	Precision Machinery, Medical Instruments and Equipment	60
	Others	52
Wholesale (2,157)	Food, Beverages	281
	Textile, Textile Products, Clothing	136
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	245
	Paper Products, Stationery, Books	96
	Chemical	203
	Recycled Resources	38
	Steel, Nonferrous Metals, Mining Products	220
	Machinery, Equipment	675
	Others	263

Retail (823)	Food, Beverages	142
	Textile, Textile Products, Clothing	72
	Drugs, Sundries	58
	Furniture	25
	Electrical Household Appliances, Information Machinery and Equipment	57
	Motor Vehicles, Motor Vehicle Parts	138
	Special Merchandise	258
	Various Merchandise	56
Others		17
Transportation, Warehousing		411
Service (2,129)	Restaurants	117
	Telecommunications	8
	Electricity, Gas, Water, Heat	19
	Leasing, Rentals	94
	Lodging, Hotels	89
	Recreation	95
	Broadcasting	20
	Maintenance, Guarding, Testing	257
	Advertising	106
	Information	483
	Labor Dispatching	75
	Special Services	387
	Medical, Welfare, Public Health	102
	Education	42
Others		235
Others		31
Total		10,207

3.Size

Large Firms	1,536	15.0%
Small to Medium-sized Firms	8,671	85.0%
micro Firms	3,419	33.5%
Total	10,207	100.0%

2. Research Items

- *Business Confidence (current, in 3 months, in 6 months, in 1 year)
- *Business Conditions (sales, purchasing and selling unit price, inventory, capacity utilization ratio, number of employees, overtime work hours)

3. Research Period and Methodology

Internet-based survey conducted November 14 - 30 2025

The explanation of the Economic Diffusion Index

Research Purpose/Researched Terms

TDB Economic Trend Research (started from May 2002) is a monthly statistical survey conducted for over 25,000 nationwide corporations on their general business activities including the current condition and future outlook of the industry business performance and operating climate. The primary purpose of such a survey is to assess the current state of Japan's economy.

Selection of the Subject Corporations

Companies of all sizes in all domestic industries are eligible to participate in the survey.

DI Calculation

The DI (Diffusion Index) is calculated by multiplying the number of responses for each assessment category by the number given in parentheses in the table below, to a seven-level assessment rated by companies.

Selection category	very good	good	fairly good	neither good nor bad	fairly bad	bad	very bad
points	6	5	4	3	2	1	0
number of responses for each category	N ₆	N ₅	N ₄	N ₃	N ₂	N ₁	N ₀

Economic DI

$$= \frac{\text{Total of (Points for each category} \times \text{Number of responses for each category)}}{\text{Number of valid responses} \times V} \times \frac{1}{6} \times 100$$

$$= \frac{\sum_{i=0}^6 i \times N_i}{N} \times \frac{1}{6} \times 100$$

An economic DI of 50 is **the point separating good and bad**, so a DI over 50 means “good,” and below 50 means “bad.” (The numbers are rounded off to one decimal place.) No weight is given according to a company's size, and calculations are made on the basis of “one company, one vote.”

Size Classification

Industry	Large Firms	Small to Medium-Sized Firms (Micro Firms included)	Micro Firms
Manufacturing and Other Industries*	Capital: More than 300 million yen and No. of Employee: Over 300	Capital: Below 300 million yen or No. of Employee: Below 300	No. of Employee: Below 20
Wholesale Trade	Capital: More than 100 million yen and No. of Employee: Over 100	Capital: Below 100 million yen or No. of Employee: Below 100	No. of Employee: Below 5
Retail Trade	Capital: More than 50 million yen and No. of Employee: Over 50	Capital: Below 50 million yen or No. of Employee: Below 50	No. of Employee: Below 5
Service**	Capital: More than 50 million yen and No. of Employee: Over 100	Capital: Below 50 million yen or No. of Employee: Below 100	No. of Employee: Below 5

Note1: Large Firms refer to companies that rank in the top 3% in terms of sales volume according to the type of business, among small to medium-sized corporations excluding micro firms, which are defined in Small and Medium Enterprises Basic Act.

Note2: Small to Medium-Sized Firms refer to companies that rank in the bottom 50% in terms of sales volume according to the type of business, among those not categorized as small to medium-sized corporations in Small to Medium-Sized Enterprises Basic Act.