

RESEARCH
S HINJUKU



新宿

Evolving into a key area fundamental to Tokyo

Shinjuku City is a key economic and political hub.

To the west of Shinjuku Station is the Tokyo Metropolitan Government Bldg.

and a major business district, while to the east are Tokyo's leading entertainment districts.

Furthermore, large-scale redevelopment centering around the station is underway,
promising substantial enhancement of Shinjuku City's multifaceted character.

Don't miss experiencing the value of Shinjuku City.



Information on redevelopment in Shinjuku, a city that bolsters the urban center

Shinjuku Area

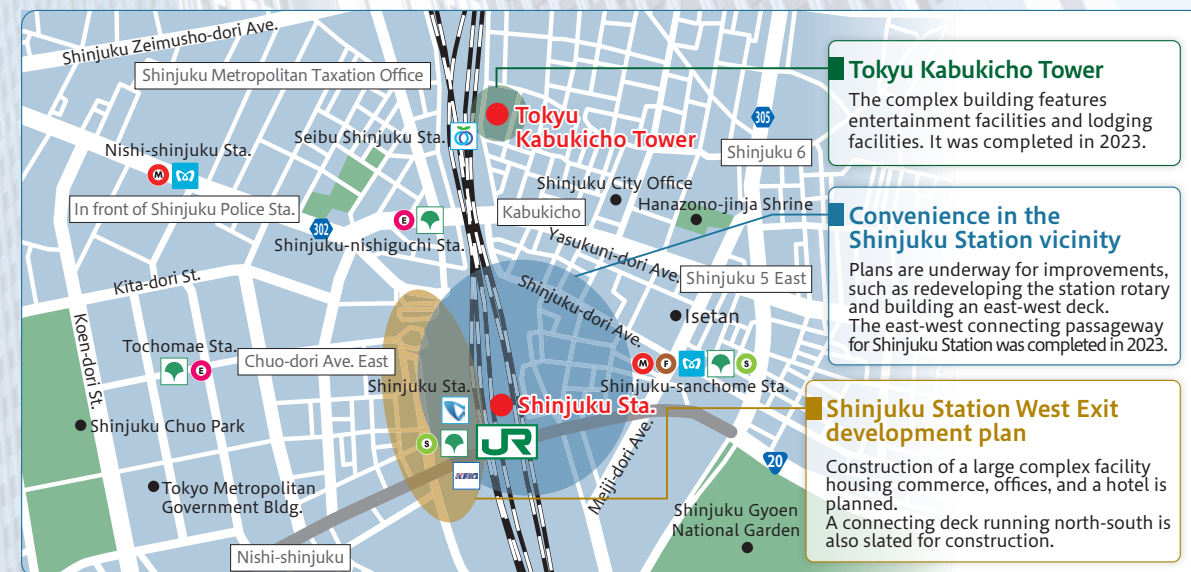
Approximately 3 million* passengers pass through Shinjuku Station a day

*2022 Guinness World Record for busiest railway station

Shinjuku Station was recognized by Guinness World Records as the busiest railway station in the world (2022).

Large-scale redevelopment is progressing to improve accessibility and address aging buildings in the station vicinity.

New buildings scheduled for construction and connecting decks are expected to enable access from all directions.



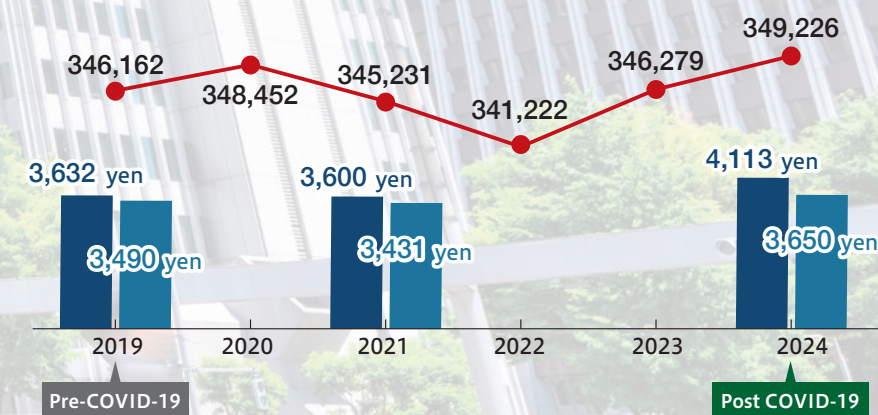
*Reference: "Major Developments, etc. Around Shinjuku Station," Shinjuku City website *As of December 5, 2025 *Redevelopment information is subject to change.



Shinjuku City's population is growing amid a wave of urban migration

Shinjuku City population —●—
Rental property unit value (yen/m²)
■ Condominiums
■ Apartments

Shifts in population*1/average rent*2 in Shinjuku City



*1: Created by Tokyu Livable, Inc. based on "Population, Demographic Changes, and Number of Households Based on the Basic Resident Register" from the Ministry of Internal Affairs and Communications (figures current as of January 1 of each year)

*2: Created by Tokyu Livable, Inc. based on the "Rental Trends in the Tokyo Metropolitan Area" from the Real Estate Information Network for East Japan's REINS data library



SHINJUKU CITYLIFE GUIDE

Shinjuku

[Nishi-shinjuku]

A striking cityscape of skyscrapers. Nishi-shinjuku is a neighborhood of the future created by high-rise buildings.



The area is steadily transforming through large-scale redevelopment that includes Shinjuku Station. The prime real estate investment area with strong potential for long-term asset growth (capital gains).

Average real estate value per square meter of pre-owned condominiums

	2019	2021	2024
Shinjuku	1,111,162 yen/m ²	1,128,503 yen/m ²	1,357,455 yen/m ²

[Higashi-shinjuku]

Higashi-shinjuku is Asia's ultimate entertainment district where exhilarating nights and culture intersect.

Average real estate value per square meter of pre-owned condominiums

	Shinjuku	Kabukicho
2019	987,340 yen/m ²	634,444 yen/m ²
2021	1,064,074 yen/m ²	612,000 yen/m ²
2024	1,272,482 yen/m ²	963,095 yen/m ²



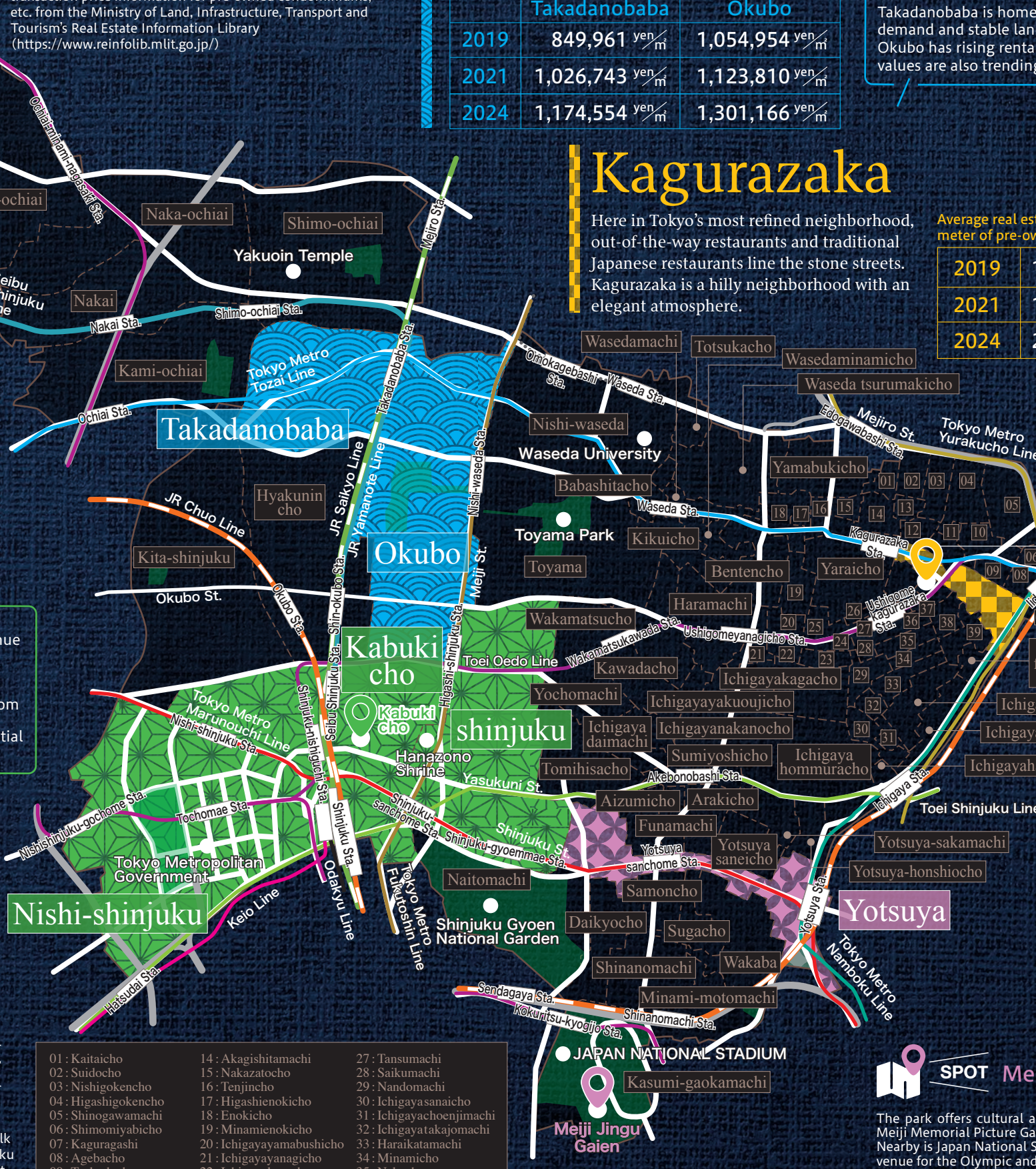
This is the center of Tokyo's nightlife where brightly colored neon and spirited urban excitement come together. It's a vibrant, leading entertainment district in Asia attracting global attention.



Kabukicho

A 7-min. walk from Shinjuku Sta. East Exit

*Created by Tokyu Livable, Inc., based on real estate transaction price information for pre-owned condominiums, etc. from the Ministry of Land, Infrastructure, Transport and Tourism's Real Estate Information Library (<https://www.reinfolib.mlit.go.jp/>)



- | | | |
|------------------------|--------------------------|--------------------------|
| 01: Kaitaicho | 14: Akagishitamachi | 27: Tansumachi |
| 02: Suidocho | 15: Nakazatocho | 28: Saikumachi |
| 03: Nishigokencho | 16: Tenjincho | 29: Nandomachi |
| 04: Higashigokencho | 17: Higashienokicho | 30: Ichigayasanaicho |
| 05: Shinogawamachi | 18: Enokicho | 31: Ichigayachoenjimachi |
| 06: Shimomiyabicho | 19: Minamienokicho | 32: Ichigayatakajomachi |
| 07: Kaguragashi | 20: Ichigayayamabushicho | 33: Haraikatamachi |
| 08: Agebacho | 21: Ichigayayanagicho | 34: Minamicho |
| 09: Tsukudocho | 22: Ichigayakoracho | 35: Nakacho |
| 10: Tsukudohachimanchi | 23: Nijukkumachi | 36: Kitamachi |
| 11: Shiroganecho | 24: Minamiyamabushicho | 37: Iwatocho |
| 12: Akagimotomachi | 25: Kitayamabushicho | 38: Fukuromachi |
| 13: Tsukijimachi | 26: Yokoteramachi | 39: Wakamiyacho |

Takadanobaba/Okubo

Average real estate value per square meter of pre-owned condominiums

	Takadanobaba	Okubo
2019	849,961 yen/m ²	1,054,954 yen/m ²
2021	1,026,743 yen/m ²	1,123,810 yen/m ²
2024	1,174,554 yen/m ²	1,301,166 yen/m ²

Kagurazaka

Here in Tokyo's most refined neighborhood, out-of-the-way restaurants and traditional Japanese restaurants line the stone streets. Kagurazaka is a hilly neighborhood with an elegant atmosphere.

Average real estate value per square meter of pre-owned condominiums

	2019	2021	2024
Kagurazaka	1,034,444 yen/m ²	1,360,000 yen/m ²	2,066,666 yen/m ²



Kagurazaka



Here in Tokyo's most refined neighborhood, out-of-the-way restaurants and traditional Japanese restaurants line the stone streets. Also called the "little Paris of Tokyo," it provides a sophisticated path for adults to walk, seamlessly blending with the aura of geisha culture.

Within walking distance of Kagurazaka Sta. on the Tokyo Metro Tozai Line; Ushigome-kagurazaka Sta. on the Toei Oedo Line; and Iidabashi Sta. on the JR Sobu Line/Tokyo Metro Nambu Line

Yotsuya

Yotsuya is a neighborhood of temples that retains the history of Edo.

Yotsuya is a prime urban location with firm property values stemming from its history and excellent environment. Kagurazaka is a hilly neighborhood with an elegant atmosphere.

Average real estate value per square meter of pre-owned condominiums

	2019	2021	2024
Yotsuya	1,044,234 yen/m ²	1,151,255 yen/m ²	1,568,791 yen/m ²



Meijijingu Gaien

The park offers cultural and sports facilities, including the Meiji Memorial Picture Gallery. Nearby is Japan National Stadium, which served as the main venue for the Olympic and Paralympic Games TOKYO 2020.

A 5-min. walk from Shinanomachi Sta. and Sendagaya Sta. on the JR Chuo Line/Sobu Line; Aoyama-itchome Sta. on the Tokyo Metro Hanzomon Line; and Kokuritsu-kyogijo Sta. on the Toei Oedo Line



ACCESS INFORMATION



Information on major routes from Shinjuku Station

Shibuya Sta.	4 min. direct (JR Saikyo Line)	Akihabara Sta.	19 min. direct (JR Sobu Line)
Ikebukuro Sta.	5 min. direct (JR Saikyo Line)	Yokohama Sta.	33 min. direct (JR Shonan-Shinjuku Line Rapid Service)
Roppongi Sta.	9 min. direct (Toei Oedo Line)	Asakusa Sta.	29 min. (transfer to Tokyo Metro Ginza Line at Kanda Sta., JR Chuo Line Rapid Service)
Shinagawa Sta.	20 min. direct (JR Yamanote Line)	Haneda Airport Terminal 1-2 Sta.	45 min. (transfer to Keikyu Main Line Limited Express (KAITOKU) at Shinagawa Sta., JR Yamanote Line)
Ginza Sta.	17 min. direct (Tokyo Metro Marunouchi Line)	Narita Airport Sta.	84 min. direct (JR Narita Express)
Tokyo Sta.	14 min. direct (JR Chuo Line Rapid Service)		
Ueno Sta.	26 min. direct (JR Yamanote Line)		

*Times shown refer to the time required during weekday commuting hours. They include transfer/wait time.



Business Development Section, Business Development Department,
Brokerage Business Headquarters, Tokyu Livable, Inc.

Shibuya Square A, 1-9-5 Dogenzaka, Shibuya-ku, Tokyo, 150-0043

Real Estate Broker License: Minister of Land, Infrastructure, Transport and Tourism (12) No. 2611

Member of the Real Estate Companies Association of Japan / Member of the Association of Real Estate Agents of Japan / Affiliate of the Real Estate Fair Trade Council