

iPhone 17 Price in Japan & iPhone 17 Pro Price in Japan — 2025 Overview

The new series from is officially available in Japan as of September 2025. In this article we'll take a close look at how much the iPhone 17 and (and its Pro Max sibling) cost in Japan — what's their retail price, how storage options affect the price, and how Japan compares globally. This is useful for anyone living in or traveling to Japan, or considering buying a Japanese-spec iPhone.

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Official retail prices of iPhone 17 series in Japan

According to Apple's Japanese store, the base model iPhone 17 starts at **¥129,800** (for the entry-storage version) when it launched in Japan in September 2025.

As for iPhone 17 Pro, the 256 GB model is listed at **¥179,800**. The top-end variant in the 2025 lineup, , has a starting price of **¥194,800**.

Thus, in Japan the 2025 pricing structure becomes clear: base iPhone 17 — about 13 man yen; iPhone 17 Pro — about 18 man yen; iPhone 17 Pro Max — about 19.5 man yen. This reflects how Apple is positioning the entry-level, pro, and flagship models in their latest release.

Storage options and their impact on price

One notable change in the 2025 generation is that the base storage for all models now starts at 256 GB — there is no longer a 128 GB base version for iPhone 17.

For iPhone 17 Pro and Pro Max, higher-capacity versions are also available. For example, as reported by some local price-comparison sources, the 512 GB model of iPhone 17 Pro may be priced higher (though exact Apple-store pricing for higher storage variants may vary). With Pro Max, even a 2 TB variant is offered — underlining that Apple is targeting users who need ample storage (e.g. for video, photography, large apps).

In short: if you want to maximize storage (for photos, videos, apps, etc.), expect to pay noticeably more than the base price. But even the base storage options are already generous by modern standards.

Why Japan is among the cheapest countries for iPhone 17

According to a global cross-country price comparison, Japan remains among the cheapest markets for the iPhone 17 series.

For the standard iPhone 17, Japan's price is only slightly above the cheapest country (in this case China), and considerably below the global average. For the Pro and Pro Max models, Japan also ranks among the lower-cost places globally, making it an attractive market for buyers — especially compared to regions where taxes, import duties, or exchange rates push up the price significantly.

That said, “cheaper” does not mean “cheap.” Compared to previous iPhone generations, the iPhone 17 series in Japan is still more expensive than earlier models — reflecting both improved hardware and ongoing inflation/price-increase trends.

What you get for the price—iPhone 17 vs iPhone 17 Pro

The base iPhone 17 delivers a solid upgrade path: modern design, the latest chip (A19), improved display and camera features, and a starting point that remains more accessible than Pro.

The iPhone 17 Pro and Pro Max add professional-grade features: higher-end camera systems, more storage, likely enhanced performance, and longer-term viability if you plan to keep the phone several years. For those who shoot photos or video, handle large apps, or want the best performance — the Pro models may justify the extra cost.

For many users, the base iPhone 17 might be “good enough,” especially given its balance of price, storage (256 GB base), and the fact that Japan remains a relatively inexpensive country to buy it. But if you want maximum performance and longevity, stepping up to Pro or Pro Max makes sense.

When to buy—and things to check when buying in Japan

The iPhone 17 series launched in Japan on September 19, 2025 — with preorders starting September 12.

Because Japan is among the cheapest markets globally for iPhone 17, many foreign buyers and travelers consider purchasing there — but a few caveats are worth noting:

- Storage matters: since the base is 256 GB, if you need more space, budget for higher-capacity models.
- Check local availability: some models (especially Pro/Pro Max) may sell out quickly after launch, so stock could be limited depending on the store.
- Consider warranty & support: Japanese-retail iPhones are covered under Apple’s standard warranty policy in Japan. If you’re buying for use abroad, check Apple’s international warranty coverage.

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Conclusion

The 2025 release of iPhone 17 and iPhone 17 Pro brings Apple’s latest technology to users — and in Japan the pricing is comparatively attractive among global markets. With the base iPhone 17 starting at ¥129,800 and iPhone 17 Pro at ¥179,800 (256 GB), and Pro Max at ¥194,800, Japanese buyers (and travelers) get a good mix of price, performance, and flexibility. For many, the base iPhone 17 will be more than enough; for power users and photography/video lovers, Pro or Pro Max remain compelling options.

If you plan to buy one in Japan — whether for yourself or to bring abroad — it’s worth comparing storage needs, model availability, and warranty considerations before making a choice. In 2025, Japan remains one of the more favorable markets for buying the newest iPhone lineup.

