

What Is the Price of iPhone 17 Air (512 GB) in Japan — 2025 Guide

The new — the ultra-thin member of Apple's 2025 iPhone lineup — attracts a lot of attention. If you're wondering how much the 512 GB version costs in Japan, this article gives you the current, factual answer, plus some context about specs and regional considerations.

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■ Official Price in Japan and 512 GB Variant

The official price for iPhone 17 Air in Japan starts at 159,800 yen for the 256 GB model according to Apple's launch information.

For the 512 GB version, official stores list the price at 194,800 yen.

So if you want the 512 GB storage tier from a Japanese retailer — new and official — expect to pay around **¥194,800**.

Why the Price Is Set This Way

There are several factors shaping this price in Japan:

- The 2025 generation of iPhone (including iPhone Air) retained high-end hardware: titanium frame, slim build, newer display and chipset. This keeps costs higher than basic models.
- Compared to base storage (256 GB), 512 GB adds significant additional flash memory, which raises the retail price. Japan's price jump from 159,800 yen (256 GB) to 194,800 yen (512 GB) reflects that.
- Japan remains one of the countries with among the lowest prices globally for iPhone Air — making it an attractive option if you are buying directly in Japan.

What You Get with iPhone 17 Air (512 GB)

Even though the 512 GB storage tier is pricey, iPhone 17 Air offers compelling hardware and design features that justify the cost for many users:

- **Ultra-slim design:** iPhone 17 Air is reportedly just 5.6 mm thick, making it one of Apple's thinnest iPhones ever. The body uses a titanium frame for strength.
- **Modern hardware:** The phone uses the A19 (or A19 Pro) chip — providing strong performance for applications, photos, and multitasking.
- **High-end display & OS:** Expect a Super Retina XDR OLED display with ProMotion support, running the latest iOS version.
- **512 GB storage:** Plenty of space for photos, 4K video, apps, and data — useful with modern cameras and storage-heavy media. Even with high price, many users opt for 512 GB to avoid future storage bottlenecks.

Is Japan a Good Place to Buy iPhone 17 Air for Foreign Visitors?

For many international buyers or travelers, Japan remains appealing for a few reasons:

- Among global markets, Japan has one of the lowest retail prices for several iPhone 2025 models — especially iPhone Air.
- For a 512 GB iPhone Air, the price difference against other markets may offset travel or shipping costs, depending on region.
- Availability tends to be better at launch: the model debuted in Japan simultaneously with global launch (mid-September 2025).

However — keep in mind that Japanese versions of iPhone (especially flagship series) sometimes ship as eSIM-only, which may cause limitations when using SIM cards from other countries. That is especially important if you plan to use a physical SIM after leaving Japan.

Should You Pay Extra for 512 GB?

The decision to buy 512 GB — and pay ~194,800 yen — depends on how you use the phone. Here are a few quick guidelines to help decide:

- **Yes, go for 512 GB** if you shoot lots of high-resolution photos or 4K/8K video, download many apps and games, or store large media files (music, video, documents). For a premium device meant to last several years, bigger storage gives more flexibility and longevity.
- **Maybe 256 GB is enough** if you mostly use cloud storage (photos, music, documents) or don't keep huge amounts of local data. For everyday tasks, browsing, messaging — 256 GB may suffice and saves money.

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Conclusion

The 512 GB version of iPhone 17 Air in Japan costs roughly **¥194,800**. That price gives you not only generous storage, but also Apple's latest hardware, slim titanium design, and a flagship-level iPhone with all the modern bells and whistles. If you value storage space, smooth performance, and buying in a market where prices are relatively good — Japan remains one of the best places to pick up this model.

Whether you opt for 256 GB or 512 GB depends on how you use your iPhone. For long-term reliability and peace of mind about space, 512 GB is hard to beat — especially when buying right at launch while stock is fresh.