

FLEA MARKET & ON SALE, January 2026

Matsuyama City Community Center ('Komi-sen') Tel: 089-921-8222)

<January 17> 10:00-15:00 (Entrance area)

“KIMAGURE-ichi” Admission free

Food items, beaded accessories, handmade goods, and more

Matsuyama Recycle Center ('Rikkuru') (1-1-32 Kuko-dori)

<January 18> 10:00-15:00

“RIKKURU KURUKURU Market”

Unwanted items, daily necessities, childrenswear, and more

Hanazono-machi Street

<January 18> 10:00-15:00

“OJOKA Marché”

Handcrafted goods, accessories, food items, and more

<January 25> 10:00-15:00

“MATSUYAMA HANAZONO Sunday Market”

Fancy works, beaded accessories, food items, and more

Dogo Nikitatsu-no-michi (Dogo Kita-machi 3 - Dogo Yuno-machi 12)

<January 25> 8:00-13:00

“DOGO NIKITATSU-NO-MICHI Sunday Morning Market”

Agricultural products, crafts, local products, and more

(This event may be canceled due to bad weather.)

Okaido Shoppig Street and Matsuyama Mitsukoshi

<January 31, February 7, 14 and 21> 11:00-16:00

“Ehime AI-ARU-SHOKU-NO-ICHI (Food Market Full of Ehime's Love)”

Citrus fruits, vegetables, local fishes, and more

Cools Mall Car Park (1125 Minara, Toon City)

<January 11 and 25> 9:30-15:30

“COOLS MALL Flea Market” Admission free

Clothes, daily necessities, accessories, childrenswear, and more

*** Access to Cools Mall:***

-About 5 minutes on foot from Minara station on the Iyotetsu-Yokogawara line (26 minutes by train from Matsuyama Shieki station)

-About 30 minutes by car from Matsuyama Shieki station

Emifull Masaki Car Park (850 Higashikoizumi, Masaki Town)

<January 17> 10:00-15:00

“TAWAWA Festa” Admission free

Imotaki (Japanese local cuisine), local delicacies, and more

Access to Emifull Masaki:

-About 5 minutes on foot from Koizumi station on the Iyotetsu-Gunchu line (19 minutes by train from Matsuyama Shieki station)

-About 20 minutes by car from Matsuyama Shieki station

“Upcoming events in February”

<February 7> Dogo Park

“YUZUKI-ichi” 10:00-15:00

<February 7, 14 and 21> Okaido Shopping street and Matsuyama Mitsukoshi

“Ehime AI-ARU-SHOKU-NO-ICHI

(Food Market Full of Ehime’s Love)” 11:00-16:00