

Is nagano-market.jp legit? TrustSniffer's high-trust assessment: 100/100

nagano-market.jp

Verdict

100

OUT OF 100

HIGH TRUST

nagano-market.jp appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Low Risk

Assessed 2026-07-31 by automated analysis. Classification confidence 55%.

What this site appears to be

Japanese official ecommerce homepage for Nagano character merchandise, displaying extensive product catalogs, yen-denominated prices, new releases, rankings, recommended items, store notices, customer-service resources, legal policies, company information, and international region and currency selection.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	174 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	5.0 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YE2	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

The website is the official Japanese online storefront for Nagano character merchandise, offering plush toys, mascots, apparel, accessories, stationery, household goods, and digital gifting through a conventional retail model with displayed prices, customer-service resources, and international region and currency options.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing behavior, or other scam indicators were observed. The storefront presents a coherent retail identity, an extensive product catalogue, and ordinary merchandise-sale mechanics rather than investment, cryptocurrency, or other abuse-prone propositions. Its multi-year operating footprint, established traffic presence, clean external reputation, and benign observed behavior support the assessment that it is an authentic, established ecommerce site.

- The homepage consistently identifies itself as the official Nagano Characters online store and organizes merchandise by character, category, release date, and restock status.
- The domain-registration record shows registration in 2021, specifically 4 August 2021, making the domain approximately 4.99 years old.
- External reputation checks recorded 0 malicious and 0 suspicious detections, with no search-safety, blacklist, or signature match.
- Two successful behavioral runs found no hidden forms, cloaking, wallet activity, clipboard manipulation, suspicious inline scripts, or untrusted external form destinations.

Regulatory Verification Notes

The apparent activity is ordinary merchandise retail and does not present itself as financial services, brokerage, investment, or cryptocurrency activity; financial-sector licensing is therefore not implicated by the observed business model. The homepage provides customer-service, usage-guide, legal-policy, and company-information resources, which is consistent with an established consumer storefront. No adverse broker-reputation association was identified.

- The homepage displays yen-denominated retail pricing and identifies product sales and gifts as the commercial proposition.
- The homepage exposes navigation to company information, legal policies, customer support, and a usage guide.
- The site's transport encryption uses a valid domain-validated certificate issued by YE2, valid until 1 September 2026.

- The domain has an established top-one-million traffic footprint, ranked 189,086 at the time of assessment.

What to Verify Next

Routine transaction due diligence should focus on confirming the applicable shipping destination, currency, delivery terms, return conditions, and final checkout amount. For purchases involving limited-release or restocked goods, availability and fulfilment timing should be checked immediately before payment; official contact channels may also be confirmed independently where customer assistance is required.

- The homepage permits selection among numerous countries, regions, and currencies, making destination-specific checkout terms relevant.
- The homepage separates new releases, advance-order products, and restocked merchandise, indicating that availability and fulfilment timing may vary.
- The homepage provides a customer usage guide intended to explain ordering and service procedures.
- The homepage offers electronic gifting through messaging or email-based delivery, a distinct fulfilment route from ordinary physical-product purchases.

Summary Verdict

The website is legitimate, established, and trustworthy, with convergent identity, reputation, operational, and technical evidence and no contradictory risk signals. Normal interaction, including account registration, login, and standard purchases, is appropriate.

Infrastructure Integrity

The site is protected by Cloudflare CDN/WAF infrastructure, and the observed address was a Cloudflare edge endpoint rather than a directly exposed origin. This reduces direct origin exposure and provides a useful security control, although infrastructure protection is supporting evidence rather than independent proof of legitimacy.

- The hosting infrastructure is served from AS13335, operated by Cloudflare, Inc.; the observed Canadian edge address was 23.227.38.65.
- All observed addresses were classified as CDN edge infrastructure, with no origin-server candidate exposed during the assessment.

Closing Assessment

Prospective customers may use the site normally, applying standard ecommerce practice by reviewing the applicable order terms and final transaction details before completing payment.

Written analysis generated 2026-07-31 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	LIKELY
Identity score	73/100
Identity verification confidence	74%

- Trusted social count=1

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of nagano-market.jp.

- The request stayed on nagano-market.jp. It was not redirected to another domain. CLEAR
- DNS for this domain is served by muumuu-domain.com, across 2 name servers. NOTED
- The registration is paid up to 2026-08-31. NOTED
- It is hosted on CLOUDFLARENET, from a server in CA. NOTED

Domain intelligence

Registrar	Not available
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	CA
Server IP	23.227.38.65
Name servers	dns01.muumuu-domain.com, dns02.muumuu-domain.com
SSL issuer	YE2
SSL expiry	2026-09-01
Domain age	5.0 years
Domain expiry	2026-08-31
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 174 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about nagano-market.jp at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.