

## **Luxury Goods in Japan**

Market Direction | 2022-07-13 | 39 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1000.00
- Multiple User License (1 Site) €2000.00
- Multiple User License (Global) €3000.00

### **Report description:**

Luxury goods saw a significant current value decline in 2020, due to limited mobility, store closures or limited operations, the closure of borders, and consumers' reluctance to spend during COVID-19. In 2021, although there was less disruption to store-based retailing, and sales of luxury goods returned to growth, the prolonged impact of COVID-19 continued to impact the industry and sales did not return to anywhere near the pre-pandemic level. Although the number of COVID-19 cases remained high...

Euromonitor International's Luxury Goods in Japan report offers a comprehensive guide to the size and shape of the Luxury Goods market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2026 illustrate how the market is set to change

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Luxury Goods market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Luxury Goods in Japan  
Euromonitor International  
July 2022

List Of Contents And Tables

### **LUXURY GOODS IN JAPAN**

#### **EXECUTIVE SUMMARY**

Luxury goods in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

#### **MARKET DATA**

Table 1 Sales of Luxury Goods by Category: Value 2017-2022

Table 2 Sales of Luxury Goods by Category: % Value Growth 2017-2022

Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2017-2022

Table 4 NBO Company Shares of Luxury Goods: % Value 2017-2021

Table 5 LBN Brand Shares of Luxury Goods: % Value 2018-2021

Table 6 Distribution of Luxury Goods by Format and Category: % Value 2022

Table 7 Forecast Sales of Luxury Goods by Category: Value 2022-2027

Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **EXPERIENTIAL LUXURY IN JAPAN**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Although COVID-19 restrictions linger well into 2022, rebound is seen

Positive impact of Michelin guidebook certification

Brand withdrawals and new entrants

#### **PROSPECTS AND OPPORTUNITIES**

Recovery expected from the second half of 2022

A succession of new luxury hotel openings set to drive growth

Resumption of the Go To Travel campaign and restoration of experiential luxury

#### **CATEGORY DATA**

Table 9 Sales of Experiential Luxury by Category: Value 2017-2022

Table 10 Sales of Experiential Luxury by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Experiential Luxury: % Value 2017-2021

Table 12 LBN Brand Shares of Experiential Luxury: % Value 2018-2021

Table 13 Forecast Sales of Experiential Luxury by Category: Value 2022-2027

Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2022-2027

### **FINE WINES/CHAMPAGNE AND SPIRITS IN JAPAN**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Home drinking trend continues, despite weakening impact of COVID-19

Sustainable champagne concept bar opens

Subscriptions are attracting a great deal of attention

### PROSPECTS AND OPPORTUNITIES

Fine wines/champagne and spirits will continue to grow steadily in Japan

Fine wines faces the challenge of attracting a new consumer segment

Further price rises expected for fine wines/champagne and spirits

### CATEGORY DATA

Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2017-2022

Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2017-2021

Table 18 LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2018-2021

Table 19 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2017-2022

Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2022-2027

Table 21 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2022-2027

## PREMIUM AND LUXURY CARS IN JAPAN

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Impacts of COVID-19 continue in the supply chain

Premium and luxury cars continue to be introduced via experiential luxury

Shift to EV models is gaining momentum in premium and luxury cars

### PROSPECTS AND OPPORTUNITIES

Shift away from petrol models towards EV is expected

New Lexus models indicate the company's strategy towards automated driving

Increasing sustainability awareness and emerging leather-free trend

### CATEGORY DATA

Table 22 Sales of Premium and Luxury Cars: Value 2017-2022

Table 23 Sales of Premium and Luxury Cars: % Value Growth 2017-2022

Table 24 NBO Company Shares of Premium and Luxury Cars: % Value 2017-2021

Table 25 LBN Brand Shares of Premium and Luxury Cars: % Value 2018-2021

Table 26 Forecast Sales of Premium and Luxury Cars: Value 2022-2027

Table 27 Forecast Sales of Premium and Luxury Cars: % Value Growth 2022-2027

## PERSONAL LUXURY IN JAPAN

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

### PROSPECTS AND OPPORTUNITIES

Online shift and capturing millennials and gen Z are key to growth

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Luxury eyewear likely to be affected by COVID-19 in the long term

Accelerating business models using the metaverse and NFTs

#### CATEGORY DATA

Table 28 Sales of Personal Luxury by Category: Value 2017-2022

Table 29 Sales of Personal Luxury by Category: % Value Growth 2017-2022

Table 30 NBO Company Shares of Personal Luxury: % Value 2017-2021

Table 31 LBN Brand Shares of Personal Luxury: % Value 2018-2021

Table 32 Distribution of Personal Luxury by Format: % Value 2017-2022

Table 33 Forecast Sales of Personal Luxury by Category: Value 2022-2027

Table 34 Forecast Sales of Personal Luxury by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Luxury Goods in Japan

Market Direction | 2022-07-13 | 39 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1000.00
	Multiple User License (1 Site)	€2000.00
	Multiple User License (Global)	€3000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com