

Menswear in Japan

Market Direction | 2023-01-16 | 27 pages | Euromonitor

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Report description:

The impact of COVID-19 continued into 2022, as states of emergency and quasi-states of emergency announced to prevent the spread of COVID-19 continued in major cities such as Tokyo and Osaka until the end of March 2022. However, with the easing of government curbs on social activities after April, consumers' contact with society was restored, and opportunities to wear new clothes, including suits, shirts, and other formalwear for business purposes, showed a certain recovery, driving a return to...

Euromonitor International's Menswear in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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 reliable information resources to help drive informed strategic planning.

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Menswear returns to growth, but the impact of COVID-19 continues

Businesswear company returns from diversification strategy to strengthening suits

Oversize look continues to trend in menswear

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