

Childrenswear in Japan

Market Direction | 2023-11-15 | 19 pages | Euromonitor

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Report description:

Childrenswear did not perform well even before the pandemic, as the number of children has been continuously decreasing in Japan. Growth was then hit hard in 2020, experiencing a double-digit decline, followed by a year of little movement in 2021 as COVID-19 prevailed over the country and home seclusion was seen. Although society began to open up from 2022, which should have driven growth, volume and current value sales of childrenswear continued to see little movement, as the impact of the drop...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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.

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