

## **Jeans in Japan**

Market Direction | 2023-11-15 | 24 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Jeans experienced a significant drop in sales in 2020, followed by a year of stagnation in 2021 as COVID-19 prevailed in the country in these two years. Home seclusion, or "sugomori" in Japanese, was a hot term at this time. As society began to open up from 2022, jeans returned to growth. Consumers also got used to the situation, learning the risks of COVID-19 and how to control them through vaccination shots, for instance; many companies and educational institutions also shifted back to offline.

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- \* Get a detailed picture of the Jeans 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.

**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)

## Table of Contents:

Jeans in Japan  
Euromonitor International  
November 2023

### List Of Contents And Tables

#### JEANS IN JAPAN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Positive growth for two consecutive years

Casual and Y2K trends underpin growth

Premium jeans brands make careful collaborations

##### PROSPECTS AND OPPORTUNITIES

Little movement expected for jeans in the forecast period

Kaihara leads jeans brands to premiumise

Sustainability through water reduction and upcycling

##### CATEGORY DATA

Table 1 Sales of Jeans by Category: Volume 2018-2023

Table 2 Sales of Jeans by Category: Value 2018-2023

Table 3 Sales of Jeans by Category: % Volume Growth 2018-2023

Table 4 Sales of Jeans by Category: % Value Growth 2018-2023

Table 5 Sales of Men's Jeans by Category: Volume 2018-2023

Table 6 Sales of Men's Jeans by Category: Value 2018-2023

Table 7 Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 8 Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 9 Sales of Women's Jeans by Category: Volume 2018-2023

Table 10 Sales of Women's Jeans by Category: Value 2018-2023

Table 11 Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 12 Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Jeans: % Value 2019-2023

Table 14 LBN Brand Shares of Jeans: % Value 2020-2023

Table 15 Forecast Sales of Jeans by Category: Volume 2023-2028

Table 16 Forecast Sales of Jeans by Category: Value 2023-2028

Table 17 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 19 Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 20 Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 21 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 22 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 23 Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 24 Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 25 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

#### APPAREL AND FOOTWEAR IN JAPAN

##### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

**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)

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 27 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 28 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 31 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 33 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 36 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 37 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 38 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

**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)

## Jeans in Japan

Market Direction | 2023-11-15 | 24 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2025-05-09"/>
		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