

Sportswear in Japan

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

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Report description:

Sportswear experienced a double-digit current value decline in 2020 due to the pandemic. Consumers could not go out to enjoy sports or go to gatherings for yoga, for instance, due to home seclusion. However, in 2021 consumers were able to return to sports that did not take place in an enclosed room, and spending time outside where the risk of infection was small was considered acceptable by many consumers, driving growth in sports such as golf. Moving into 2022, society opened more generally; th...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

- * Get a detailed picture of the Sportswear 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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