

Sportswear in Japan

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

AVAILABLE LICENSES:

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

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.

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

www.scotts-international.com

Table of Contents:

Sportswear in Japan
Euromonitor International
November 2023

List Of Contents And Tables

SPORTSWEAR IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Full recovery from the pandemic in 2023, supported by sports events

Sportswear expanding to daily fashion

Baseball, basketball and rugby heat up the nation and sales of sportswear

PROSPECTS AND OPPORTUNITIES

Healthy growth set to continue

Outdoor brands to collaborate with luxury brands

Women as a target for sales and empowerment

CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2018-2023

Table 2 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sportswear: % Value 2019-2023

Table 4 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 5 Distribution of Sportswear by Format: % Value 2018-2023

Table 6 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN JAPAN

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 9 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 19 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Sportswear in Japan

Market Direction | 2023-11-15 | 19 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="2026-02-09"/>
		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