

Apparel Accessories in Japan

Market Direction | 2024-11-20 | 21 pages | Euromonitor

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Report description:

The summer of 2024 marked the hottest season in Japan's recorded history, tying with 2023 for the highest temperatures since the Japan Meteorological Agency began tracking data in 1898. This extreme heat is not a fleeting phenomenon, but a reflection of the ongoing global warming trend, which is expected to persist in the medium to long term. In response to the heat, apparel accessories in Japan are increasingly focused on providing relief from the high temperatures.

Euromonitor International's Apparel Accessories 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 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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

Why buy this report?

- * Get a detailed picture of the Apparel Accessories 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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Increased demand for certain apparel accessories due to prolonged heatwave

Fragmented category, with Shein leading

Rise of try-on services in e-commerce

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Hats/caps set to lead growth

Ties set to struggle due to population decline and changes in business culture

UV protection key to future growth, with advances in weather prediction technology

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