

## Childrenswear in Japan

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

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### **Report description:**

One of the most prominent features of Japan's demographics is the simultaneous occurrence of an ageing population and a declining birth rate. According to Euromonitor's Consumers data, Japan's total population peaked at 128 million in 2008, but the number of live births fell below one million in 2016. This decline accelerated in recent years, exacerbated by the COVID-19 pandemic, with live births dropping to around 730,000 in 2023 - less than half the number recorded 40 years earlier, in 1984. T...

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 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: 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.

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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##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Value growth despite the declining birth rate, due to increased spending per child

Effective collaborations and affordable prices are Shimamura's strengths

Local governments operate initiatives to collect and donate outgrown children's clothing

##### PROSPECTS AND OPPORTUNITIES

With the accelerating decline in the birth rate, demand from inbound tourists will become more important

Online communities bring consumers together

AI to enhance the shopping experience

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