

Sportswear in Japan

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

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Report description:

During the COVID-19 pandemic, people in Japan were urged to avoid enclosed spaces, crowded areas, and close contact to prevent the spread of the virus. As a result, camping emerged as an appealing leisure activity, allowing individuals to enjoy vast outdoor spaces while minimising the risk of infection. Amidst a backdrop of home seclusion, the desire to refresh in nature grew, making camping a popular choice. Although the outdoor trend had been gradually rising before the pandemic, COVID-19 sign...

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 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: 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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Outdoor apparel leads growth in sports apparel, due to consumers' continuing interest in outdoor activities
adidas Japan KK leads sportswear thanks to strong brand loyalty

Emerging online platform 60% introduces new brands

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Summary 1 Research Sources

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