

Womenswear in Japan

Market Direction | 2024-11-20 | 28 pages | Euromonitor

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Report description:

In recent years, Japan has experienced an unusual pattern of summers with lingering heat, and milder winters; this is largely attributed to global warming, and is changing purchases of womenswear. According to the Japan Meteorological Agency, the summers of 2023 and 2024 recorded the highest temperatures since records began. The heat in the summer did not dissipate quickly, with even October seeing days when temperatures soared to 30C. Meanwhile, the winter chill has lessened compared with prev...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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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Late summer heat and warm winter lead to poor performance of winter apparel - demand forecasting will be a future challenge

Uniqlo leads womenswear with affordability and quality

Uniforms give way to personal choices of work attire

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Fashion-savvy female consumers will continue to support growth

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