



Apparel and Footwear Specialists in Japan

February 2024

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Apparel and Footwear Specialists in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fast Retailing focuses on experiences to draw consumers into its physical outlets
Pure online players enter the physical space – showrooming is important in Japan
Overseas players are re-entering Japan with localisation in mind

PROSPECTS AND OPPORTUNITIES

Return of inbound tourists should help maintain growth for physical stores
Incorporating digital features to enhance the customer experience
Apparel and footwear specialists to move beyond selling apparel and footwear

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EXECUTIVE SUMMARY

Retail in 2023: The big picture
Private label development key for retailers to stay competitive
New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
Hatsu Uri ("First Sales") at New Year
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White Day
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