

Personal Luxury in Japan

October 2024

Table of Contents

Personal Luxury in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

A physical presence will be important to serve inbound tourism demand

Entry-level luxury key to attracting new consumers

Domestic luxury brands appeal to a global audience

CATEGORY DATA

Table 1 - Sales of Personal Luxury by Category: Value 2019-2024

Table 2 - Sales of Personal Luxury by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Personal Luxury: % Value 2019-2023

Table 4 - LBN Brand Shares of Personal Luxury: % Value 2020-2023

Table 5 - Distribution of Personal Luxury by Format: % Value 2019-2024

Table 6 - Forecast Sales of Personal Luxury by Category: Value 2024-2029

Table 7 - Forecast Sales of Personal Luxury by Category: % Value Growth 2024-2029

Luxury Goods in Japan - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2019-2024

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/personal-luxury-in-japan/report.