

# Experiential Luxury in Japan

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## Abstracts

Despite macroeconomic adversity on a global scale, demand from tourists was on the rise in 2023, with a growing number of visitors taking their holidays in Japan. This was an improvement on previous years, when the pandemic prevented people from travelling. There was also a consumer shift towards spending on more rewarding experiential activities than on material goods. This meant that value sales of experiential luxury grew by 44% to amount to JPY11.6 billion in 2023, boosted by a return to mor...

Euromonitor International's Experiential Luxury in Japan report offers a comprehensive guide to the size and shape of the Experiential Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Experiential Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Luxury Foodservice, Luxury Hotels.

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

Why buy this report?

Get a detailed picture of the Experiential Luxury 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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