

Menswear in Japan

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Abstracts

After a rebound to growth in 2022, menswear in Japan is set to maintain positive retail volume and current value growth rates in 2023. The category experienced a significant decline in 2020, followed by a year of slower decline in 2021, as COVID-19 prevailed in the country during these two years. Home seclusion, or “sugomori” in Japanese, was a hot term at that time. As society began to open up from 2022, a rebound began to be seen. Consumers got used to the new reality, learning to minimise the...

Euromonitor International's Menswear 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 2018-2022 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 2027 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men'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 Menswear 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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