

Japan Apparel & Fashion Market: The Complete Handbook

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Abstracts

The most complete and thorough analysis of the Japanese apparel & fashion market ever published. This is the only report of its kind, produced by a company solely dedicated to researching Japanese consumer markets. It is the perfect way to get a clear panoramic view of how the market is laid out, the main channels, and the key players and trends in those channels. See the opportunities and competition, the route to market and expansion, weak points and potential partners.

KEY QUESTIONS ANSWERED

Japan Is A Million Piece Puzzle, How Does It Fit Together?

Graphical maps and analysis of market structure, key segments within, who owns what and where the power is. Clear overview of how the disparate segments fit together, where the value is. Market share by channel, for top 100, winners and losers over the last decade and more.

What Will Be The Key Trends Impacting My Business In The Next Five Years?

Analysis of current and future trends organised by channel, product category and segment, market value. Impact of international competition, consumption tax increase, wealth inequality, ageing population, single households. Market changes wrought by price competition, marketing, distribution systems, M&A, store brands, e-commerce. Shifts in consumption due to incomes, value perception, life choices, social pressures.

What Are The Key Channels For Fashion And Apparel?

Maps and charts of apparel and fashion distribution by positioning and channel, size, value, share and growth.

Overviews of each format, covering background, ownership, operations, characteristics.

Key trends by format: growth, operations, target markets, strategies, M&A, market share, problems & solutions, impact on other channels.

Who Are The Key Players In Wholesale And Retail?

Identify potential partners, suppliers, competitors, investment targets and clients and their strengths and weaknesses:

Trading firms, distributors and apparel firms: snapshot overviews, key roles, skills and weaknesses. Key trends by type. Profiles on all leading players and rankings with sales, profits and web address.

Retailers: Split by format and premium or mass market positioning. Profiles on all key players, target markets, strengths and weaknesses.

International brands and retailers: profiles on key retailers plus listing of 300 brands and retailers by date of entry to Japan, initial entry method and current operation.

Rankings (sales, profits, web address, stores, locations) for top 100 department stores, by apparel, by accessories, by area. Ranking of top 150 specialty chains. Top 50 online. Rankings in bags, footwear, sports, underwear and jewellery. And more.

The Report Helps You To

Understand where your brand or store fits, the competition and opportunities

Explain the market and its huge potential to head offices, investors and clients using graphical summaries, rankings and analysis

Find partners, suppliers, competitors, clients, and investment opportunities through key player profiles and rankings

Stimulate ideas and new directions from staff and colleagues through the report's analysis of segments and key players

Plan for the future using historical data, market forecasts, and current & future trends

Quickly look up key data on sectors and players anytime using indexes

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