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Assessment of the Japanese Retail Sector

https://marketpublishers.com/r/A4526C20561EN.html
Date: March 2012
Pages: 25
Price: US$ 800.00 (Single User License)
ID: A4526C20561EN

Abstracts

Executive Summary

Due to its large population and an annual GDP per head of greater than USD 43,000, Japan's retail industry is globally the third-largest, next only to the US and China. The Japanese retail sector has been experiencing stagnation in the past few years. There has been slow growth in sales even for the large established players who have been relying on acquisitions and other industry partnerships to keep growing.

Traditionally Japan's consumers are among the world's largest luxury spenders Japan was one of the few economies in the world where luxury goods were regarded as mass market. The recent economic crisis has negatively affected the global luxury market and generated a strong reaction against 'conspicuous consumption'. Internationally the crisis decreased consumers' discretionary spending but in Japan it also led to a fundamental change in the attitude of luxury consumers. This situation has posed a challenge in front of luxury retailers in the country and forced them to explore alternate channels of marketing. Changes in preferences of the world's second largest luxury market are bound to have long-lasting repercussions on the luxury market worldwide.

Why should the report be purchased?

The report 'Assessment of the Japanese Retail Segment' highlights key drivers and trends emerging in the Japanese retail industry. An overview of the current performance and strategies of key players such as Seven-Eleven Japan, Lawson and Family Mart has been presented. The current market scenario and future prospects of the sector along with an international comparison of retail sales with a forecast till 2015 has also been included.

Research methodology and delivery time

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Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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