

# Japan Apparel and Footwear Market By Product Type (Apparel, Footwear), By End User (Men, Women, Kids), By Distribution Channel (Supermarket & Hypermarket, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/J450CF087619EN.html>

Date: May 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: J450CF087619EN

## Abstracts

### Market Overview

The Japan Apparel and Footwear Market was valued at USD 17.45 Billion in 2024 and is projected to reach USD 23.67 Billion by 2030, growing at a CAGR of 5.98% during the forecast period. This growth is supported by strong consumer demand for high-quality, stylish, and functional clothing and footwear. Japanese consumers value craftsmanship and are increasingly investing in both domestic and international premium brands. A rising trend toward sustainability and ethical production practices is also shaping purchase decisions, especially among younger demographics. Cultural events, seasonal fashion preferences, and lifestyle changes further fuel demand for varied apparel and footwear options. The growing popularity of athleisure, personalized products, and the shift toward online shopping channels are accelerating market expansion. With a focus on innovation and eco-conscious consumption, brands are adapting to a dynamic retail landscape and evolving consumer preferences in Japan.

### Key Market Drivers

#### Surging Population Across the Region

Japan's stable and densely urbanized population continues to drive the demand for

apparel and footwear. As of 2024, Japan is home to approximately 123.89 million people, with a significant concentration in metropolitan regions. While the population is aging, there is also a robust segment of younger, fashion-forward consumers fueling demand for trendy, comfortable, and premium clothing. Urbanization has expanded access to retail outlets and e-commerce platforms, enabling broader product reach and quicker trend adoption. The population's varied fashion preferences—from traditional styles to cutting-edge streetwear—are prompting brands to diversify offerings and appeal to distinct consumer groups. This demographic diversity and urban market concentration are creating strong growth opportunities for the apparel and footwear industry.

## Key Market Challenges

### Supply Chain Disruptions

Supply chain disruptions are a notable challenge in Japan's apparel and footwear sector, affecting everything from raw material availability to delivery timelines. Global shocks—including the COVID-19 pandemic, geopolitical instability, and natural disasters—have strained sourcing and manufacturing networks. Japan's dependence on international suppliers for key inputs like textiles and leather exposes the market to increased shipping costs, delays, and material shortages. Disruptions in shipping logistics and a shortage of skilled labor have further impacted production schedules and inventory management. These issues undermine just-in-time systems commonly used in Japanese retail operations. To ensure continuity and resilience, companies are being compelled to diversify sourcing strategies and invest in localized or nearshore manufacturing, despite the associated cost implications.

## Key Market Trends

### Sustainability Focus

Sustainability is emerging as a central trend in Japan's apparel and footwear market. Consumers are increasingly mindful of the environmental impact of their purchases, favoring products made with organic, recycled, or biodegradable materials. Brands are responding by adopting eco-friendly production methods, offering take-back programs, and reducing packaging waste. Circular fashion—where old clothing is repurposed into new products—is gaining traction. The second-hand market is also expanding, supported by digital platforms that facilitate the resale of quality pre-owned items. Japanese consumers, especially older age groups, are leading the charge in purchasing

environmentally friendly products. This growing eco-conscious mindset is influencing brand loyalty and driving innovation in sustainable design and production practices across the industry.

### Key Market Players

Nike, Inc.

Puma Japan Co., Ltd

adidas Japan Co., Ltd

Decathlon Distribution Japon Co., Ltd

Montbell Group Companies

Rue de Tokyo

Aje Collective

Levi Strauss & Co

Edwin Europe GmbH

Pou Chen Corporation

### Report Scope:

In this report, the Japan Apparel and Footwear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Japan Apparel and Footwear Market, By Product Type:

Apparel

Footwear

Japan Apparel and Footwear Market, By End User:

Men

Women

Kids

Japan Apparel and Footwear Market, By Distribution Channel:

Supermarket & Hypermarket

Specialty Stores

Online

Others

Japan Apparel and Footwear Market, By Region:

Hokkaido & Tohoku

Chubu

Chugoku

Kyushu

Rest of Japan

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Japan Apparel and Footwear Market.

Available Customizations:

Japan Apparel and Footwear Market report with the given market data, TechSci

*Japan Apparel and Footwear Market By Product Type (Apparel, Footwear), By End User (Men, Women, Kids), By Dist...*

Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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