JAPAN APPAREL & FASHION MARKET: THE COMPLETE HANDBOOK

A complete map, analysis, manual, handbook and directory for apparel, accessories and footwear markets in Japan.
Complete and In-depth

The most complete and thorough analysis of the Japanese apparel & fashion market ever published. This is the only report of its kind and 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.

Japan Apparel & Fashion Market has been designed for a minimum 5 year self-life, with in-depth analysis by sector, providing complete and detailed coverage but still with clear markers to guide, and snapshot overviews to navigate by. If you are already selling in Japan or planning to, investing or advising, Japan Apparel & Fashion Market has all the intelligence needed to get the job done.

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?

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.

Rankings by Channel include sales and profits for quick identification of key players

Company Profiles reveal strengths and weaknesses and highlight the ones to watch

Overviews of each key segment in apparel distribution for quick absorption

Thorough analysis combined with clear charts for fast absorption and in-depth understanding

Market Structure Analysis to identify regional and channel strengths and weaknesses

Directories of companies by sector and channel including web address

Graphical snapshots for quick overviews of key themes and markets

Analysis of performance of leading firms by channel and segment

Brand and company index for quick and easy referencing day to day

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
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JapanConsuming: the leading source of intelligence on Japanese retail & consumers markets

Who is JapanConsuming?
JapanConsuming is a company dedicated to delivering relevant, practical research on Japanese consumer markets to international brands, retailers and investors. We do this through regular monthly and annual reports as well as custom research services.

Expert Analysis
To provide the best in-depth market intelligence, we built a team that combines business insight and market analysis skills to deliver research that is clear, insightful and above all usable. Over the last 14 years, our clients and subscribers have consistently commented on how our data and analysis has led directly to new opportunities whether in sales, marketing, investment or M&A.

Coverage And Quality
We cover all consumer sectors. We research retail trends, product developments and launches, consumer buying trends, financial performance and company strategies. We are constantly monitoring retail and consumer markets and trends and invest heavily in new resources.

Real Experience
Because we’ve been there, working in distribution, building brands, selling to retailers, dealing with trading companies, we know what intelligence our clients need to expand their business. Some companies spend years accumulating this knowledge after beginning operations in Japan. Our clients are able to draw on JC experience and resources to save years in undertaking their own research on Japan.

How do we do this?
JapanConsuming uses many means to gather and collate data. We add our unique experience and perspective to every report we write.
- News gathering by JC research team
- Company interviews
- Newspaper and Trade journal monitoring
- Meetings with retail buyers, traders and marketers
- Industry Data Analysis
- Retail Store Visits
- Analysis of overseas company feedback
- Extensive network of contacts across the industry

Clients
Below is a sample of companies that buy our research:

JapanConsuming Monthly Report
As well as in-depth sector and market reports, JapanConsuming publishes a monthly report on Japanese consumer markets. Now in its 14th year, JapanConsuming is read by most consumer goods brands and retailers, as well as investors, governments and strategic consultants to keep up to date and gain insight on this key market. Each issue includes all the latest news with insightful analysis on key events, as well as sales data from leading specialty chains, department stores, GMS chains and shopping centres.
To subscribe, simply complete the form below, visit our website or email us for a free sample.