



Euromonitor  
International

# Apparel and Footwear Specialists in Japan

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Store growth stalls as shift to online accelerates
- Fast Retailing continues to grow, with a wide store presence
- Competitive landscape intensifies within a fragmented channel; success in urban areas key to further growth

PROSPECTS AND OPPORTUNITIES

- Demand from inbound tourists remains crucial for the future
- Online shopping becomes more convenient, highlighting the need to consider offline value
- Loyalty strategy key for cross-channel users, who shop both offline and online

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Retail in Japan - Industry Overview

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- Changes in the competitive environment in retail
- Japan’s retail industry embraces digital solutions to combat labour shortages
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Hatsu Uri (“First Sales”) at New Year
- Valentine’s Day
- White Day
- Mother’s Day
- Father’s Day
- Summer Bargains
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- Black Friday and Cyber Monday
- Christmas and Year-end Bargains

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