



**Euromonitor
International**

Jeans in Japan

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Resurgence in demand from inbound tourists boosts growth for jeans
Itoschu Corp leads with strong brands such as Edwin, Wrangler, and Lee
Highlighting “Japan” important for brand loyalty and attracting inbound demand

PROSPECTS AND OPPORTUNITIES

Will the popularity of vintage jeans become a threat?
Sustainable appeal through reassessment of domestic denim materials
The importance of growing loyal denim consumers amidst a declining population

CATEGORY DATA

- Table 1 - Sales of Jeans by Category: Volume 2019-2024
- Table 2 - Sales of Jeans by Category: Value 2019-2024
- Table 3 - Sales of Jeans by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Jeans by Category: % Value Growth 2019-2024
- Table 5 - Sales of Men’s Jeans by Category: Volume 2019-2024
- Table 6 - Sales of Men’s Jeans by Category: Value 2019-2024
- Table 7 - Sales of Men’s Jeans by Category: % Volume Growth 2019-2024
- Table 8 - Sales of Men’s Jeans by Category: % Value Growth 2019-2024
- Table 9 - Sales of Women’s Jeans by Category: Volume 2019-2024
- Table 10 - Sales of Women’s Jeans by Category: Value 2019-2024
- Table 11 - Sales of Women’s Jeans by Category: % Volume Growth 2019-2024
- Table 12 - Sales of Women’s Jeans by Category: % Value Growth 2019-2024
- Table 13 - NBO Company Shares of Jeans: % Value 2020-2024
- Table 14 - LBN Brand Shares of Jeans: % Value 2021-2024
- Table 15 - Forecast Sales of Jeans by Category: Volume 2024-2029
- Table 16 - Forecast Sales of Jeans by Category: Value 2024-2029
- Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2024-2029
- Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2024-2029
- Table 19 - Forecast Sales of Men’s Jeans by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Men’s Jeans by Category: Value 2024-2029
- Table 21 - Forecast Sales of Men’s Jeans by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Men’s Jeans by Category: % Value Growth 2024-2029
- Table 23 - Forecast Sales of Women’s Jeans by Category: Volume 2024-2029
- Table 24 - Forecast Sales of Women’s Jeans by Category: Value 2024-2029
- Table 25 - Forecast Sales of Women’s Jeans by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Women’s Jeans by Category: % Value Growth 2024-2029

Apparel and Footwear in Japan - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

- Table 27 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 28 - Sales of Apparel and Footwear by Category: Value 2019-2024

Table 29 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 30 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 31 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 32 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 33 - Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 34 - Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 35 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 36 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 37 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 38 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/jeans-in-japan/report.