

Experiential Luxury in Japan

October 2024

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Experiential Luxury in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Luxury foodservice drives growth in experiential luxury, thanks to new openings Armani leads experiential luxury with an award-winning restaurant Interest in wellness and self-care creates opportunities for players in experiential luxury

PROSPECTS AND OPPORTUNITIES

New hotel openings will support growth for luxury hotels Government push towards Japan as a tourist nation will change experiential luxury

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DISCLAIMER

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