

Kimono Market in Japan: Key Research Findings 2015

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic kimono market with the following conditions:

1. Research period: From December 2014 to March 2015
2. Research targets: Manufacturers, wholesalers, retailers of kimono and its peripheral goods
3. Research methodologies: Face-to-face interviews by the expert researchers, mail-in questionnaire, and literature research

What is the Kimono Market?

The domestic kimono market in this research targets pure-silk kimonos, pongee kimonos, “Obi (a band for kimono)”, recycled kimonos, accessories to wear with kimonos, “Yukata”, and kimonos made with synthetic fiber fabrics. The market size is calculated based on the retail value, and no rental kimonos are included.

◆ **Key Findings**

■ **Domestic Kimono Market in 2014 Declined to 285.5 Billion Yen, 94.9% on Y-o-Y Basis, Due to Reaction from Last Minute Surge in Demands before Tax Increase**

Size of the domestic kimono market in 2014 ended up as 285.5 billion yen, 94.9% of the size of the preceding year. Although the market has witnessed the last minute surge in demand especially for Furisode and other expensive kimonos before the tax increase, the reverse effect of such surge was so large that all the retail channels except for online shopping reduced their sales in April and beyond. The influence of such tax increase is expected to die down by 2015, by which the market is likely to recover its stableness to achieve 289.5 billion yen, 101.4% of the size of 2014.

■ **Progressing Change: From “Possessing” to “Using” of Kimonos**

There is a change in the kimono market where people have started placing importance in using kimonos rather than in possessing them: Until only recently, kimonos used to be so expensive that they were regarded as a kind of assets and worn only in special occasions. However, as increasing number of consumers has begun wearing kimonos more casually as a fashion, the products and services relating to kimonos have come to be required being more diverse.

■ **Kimono Market Projected to be Stable with Favorable Sales Expected in General Kimono Shops and Chains**

As fashionable kimono stores handling more modernized designs increase, and those that deal with men’s kimonos only or various accessories to go with kimonos have emerged, and as local kimono chains have begun expanding its sales, the entire kimono market is expected to lead stable growth for the time being.

◆ **Report format :**

Published report: “Kimono Industry 2015”

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Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

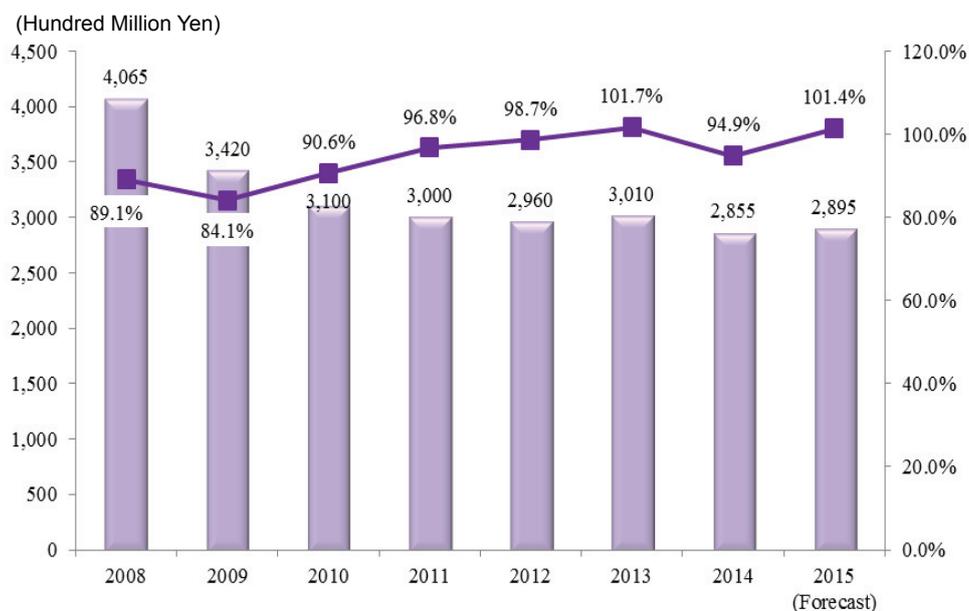
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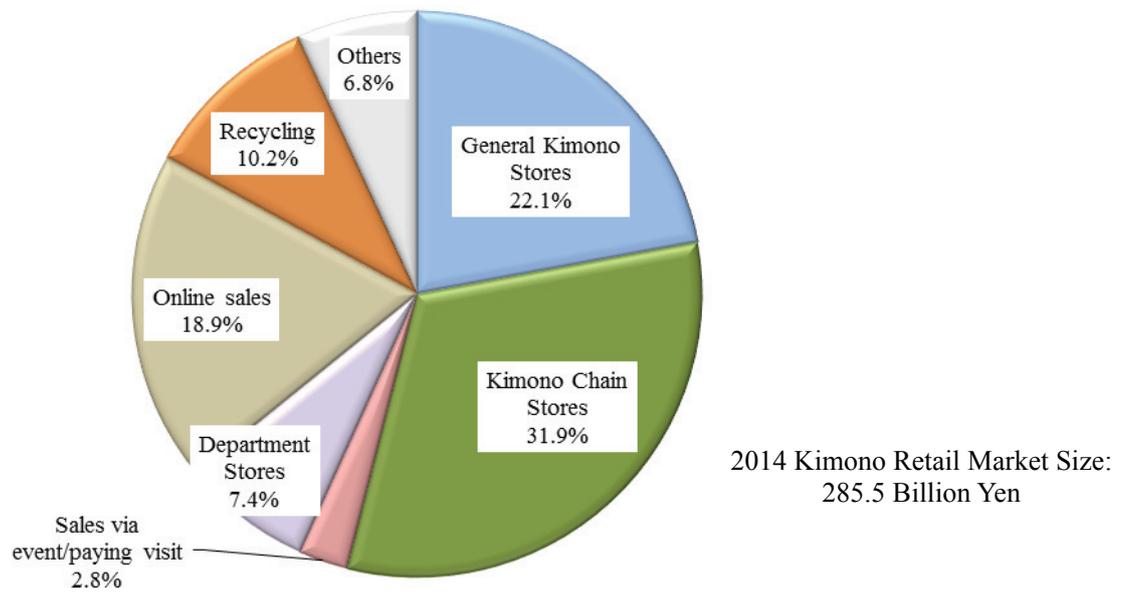
■ **Figure 1: Transition of Size of Kimono Retail Market**



Notes:

1. The figures are based on the retail values.
2. The domestic kimono market in this research targets pure-silk kimonos, pongee kimonos, “Obi (a band for kimono)”, recycled kimonos, accessories to wear with kimonos, “Yukata”, and kimonos made with synthetic fiber fabrics. The market size is calculated based on the retail value, and no rental kimonos are included.

■ **Figure 2: Composition of Kimono Retail Market by Sales Channel 2014**



Notes:

3. The figures are based on the retail values.
4. "Others" include sales of kimono at kimono-dressing classes, and at mass merchandisers.