

## Imported Luxury Brands Market in Japan: Key Research Findings 2015

### Consumption by Rich Population and Inbound Tourism Expanded Market Size in 2014

#### ◆ Research Outline

Yano Research Institute has conducted a study on the imported luxury brands market with the following conditions:

1. Research period: From March to July, 2015
2. Research targets: Trading firms, manufacturers, and retailers importing products such as clothing, accessories, watches, jewelries, crystals/china/porcelains, eyewear, and writing materials, produced by the European and U.S. brands, in addition to Japanese arms of such brands.
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, and literature research

#### What is the imported luxury brands market in this research?

The imported luxury brands in this research indicates the following 15 items (conventional ten items and newly-added five items): Women's clothing, Men's clothing, Babies' clothing, Bags & leather goods, Shoes, Ties, Scarves/shawls/handkerchiefs, Clothing made from leather, Belts, Gloves, Watches, Jewelries, Crystals/china/porcelains, Eyewear, and Writing materials.  
Note that those imported luxury brands are only those imported from U.S. or Europe.

#### ◆ Key Findings

##### ■ Market Size of Imported Luxury Brands (Major 15 Items) in 2014 Rose by 10.3% on Y-o-Y Basis to Attain 2,199.3 Billion Yen and Growth for Fourth Consecutive Year

The domestic imported luxury brands market (major 15 items) in 2014 grew by 10.3% from the previous year to achieve 2,199.3 billion yen, based on retail amounts. It largely owes to consumption by conventional luxury-brand customers composed mostly of wealthy population, and also to aggressive inbound tourism consumption, which is the consumption by the foreign tourists visiting Japan.

From the aspects of the current economic status and the sales at each of the brands, the market size in 2015 is expected to increase by 5.4% from the preceding year to attain 2,318.9 billion yen.

##### ■ Growth Seen for Eleven Items, Especially Watches and Eyewear Made Large Leap, Benefitted from Inbound Tourism Consumption

The market in 2014 showed that 11 out of 15 items exceeded the results of the previous year. Among such items, imported watches and eyewear especially made a leap by 20% from the preceding year, due to increasing demands by the foreign tourists.

#### ◆ Report Format:

Published report: "Luxury Import Brand Market 2015"

Issued on: July 31, 2015

Language: Japanese

Format: 782 pages in B5 format

Price: 135,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

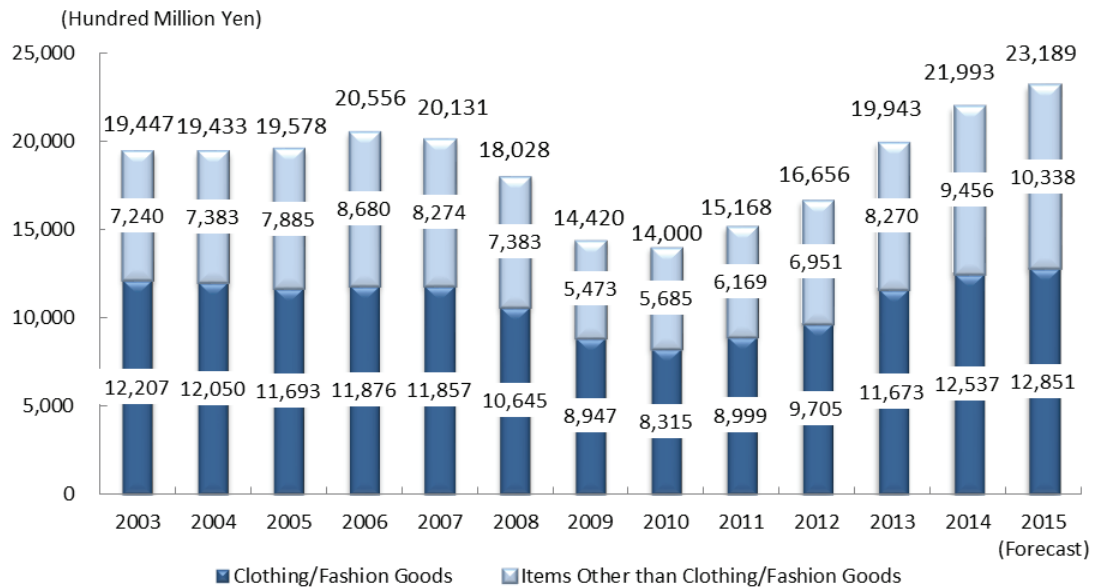
**Contacts:** Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: [press@yano.co.jp](mailto:press@yano.co.jp)

■ **Figure 1: Transition of Domestic Market Size of Imported Luxury Brands (Major 15 Items)**



Notes:

1. The market size is calculated based on retail amounts.
2. "Items Other than Clothing/Fashion Goods" indicate watches, jewelries, crystals/china/porcelains, eyewear, and writing materials.
3. The figures are calculated based on CIF values of Trade Statistics coupled with exchange rates for each year.

■ **Table 1: 2014 Domestic Imported Luxury Brands Market Size by Item**

(Units: Hundred Million Yen, %)

Item Name	2014		
	Market Size (Hundred Million Yen)	Y-o-Y	Market share
Women's clothing	2,548	106.0%	11.6%
Men's clothing	1,689	108.2%	7.7%
Other clothing (babies', leather)	148	109.6%	0.7%
Bags and leather goods	5,218	109.0%	23.7%
Shoes	2,015	107.9%	9.2%
Fashion goods (ties, scarves, handkerchieves, shawls, belts, and gloves)	919	99.9%	4.2%
Watches	5,417	120.6%	24.6%
Jewelries	3,150	106.8%	14.3%
Eyewear	334	121.5%	1.5%
Crystals/china/porcelains	380	95.0%	1.7%
Writing materials	175	112.9%	0.8%
<b>2014 Market Size (Total Major 15 items)</b>	<b>21,993</b>	<b>110.3%</b>	<b>100.0%</b>

Estimated by Yano Research Institute

Notes:

4. The figures are based on retail amounts.
5. The figures are calculated based on CIF values of Trade Statistics coupled with exchange rates for each year.