

Innerwear/Legwear Market in Japan: Key Research Findings 2015

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic innerwear/legwear market with the following conditions:

1. Research period: From July to September, 2015
2. Research targets: Innerwear/legwear manufacturers, wholesalers and retailers
3. Research methodologies: Face-to-face interviews and mail-in questionnaire, and literature search

◆ **Key Findings**

■ **Without Any Hot-Seller Products or Market Drivers, Women's Innerwear Market in 2014 Marked 644.0 Billion Yen, 97.1% on Y-o-Y Basis**

The women's innerwear market in 2014 marked 644.0 billion yen, 97.1% of the size of the previous year to record three consecutive years of decline, based on the retail amount. The manufacturers have had difficult times due to lack of hot-seller products and to continuous vague vision in individual consumer spending stemming from the consumption tax increase.

■ **Men's Innerwear Market in 2014 Fell to 265.0 Billion Yen, 98.1% on Y-o-Y Basis, Yet to See Differentiation Effects**

The men's innerwear market in 2014 declined for the two consecutive years to 265.0 billion yen, 98.1% of the size of the previous year based on the retail amount. The efforts to differentiate the products in designs, trends, texture, and comfortability at each of manufacturers failed to retrieve the loss of decreased functional-innerwear sales.

■ **The Legwear Market in 2014 Attained 628.0 Billion yen, 101.0% on Y-o-Y Basis, Favorable Sales Continues for Panty Hoses and Socks Items**

Such items as panty hoses and socks, especially cover-socks and short-length socks, continued good sales from the previous year. This market preference, in part, is caused by favorable sales of casual sneakers accompanied by the sales of socks to go with them. The legwear market attained 628.0 billion yen in 2014, 101.0% of the size in the previous year in retail amount.

◆ **Report Format:**

Published report: "Innerwear Market 2015"

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

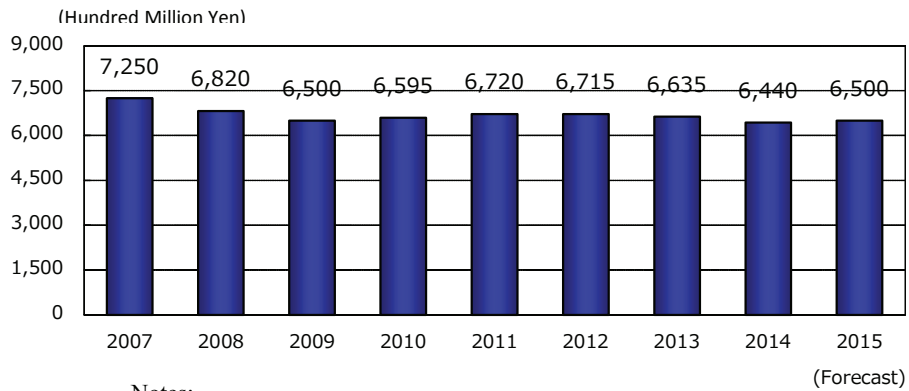
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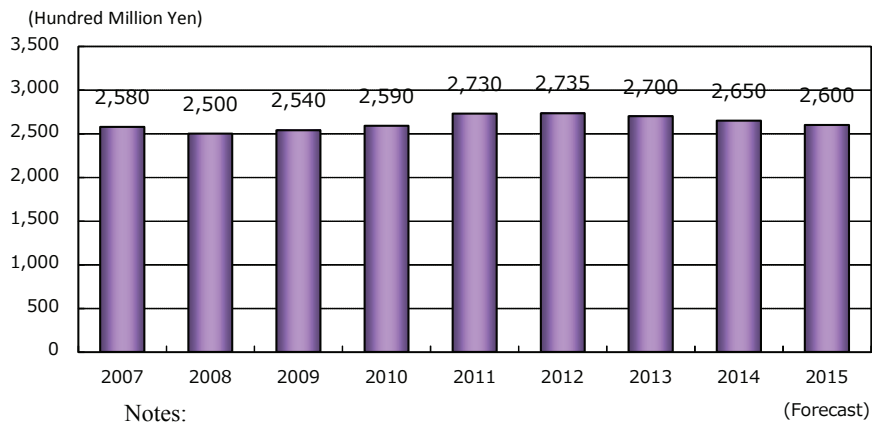
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■ **Figure 1: Transition of Size of Women’s Innerwear Market**



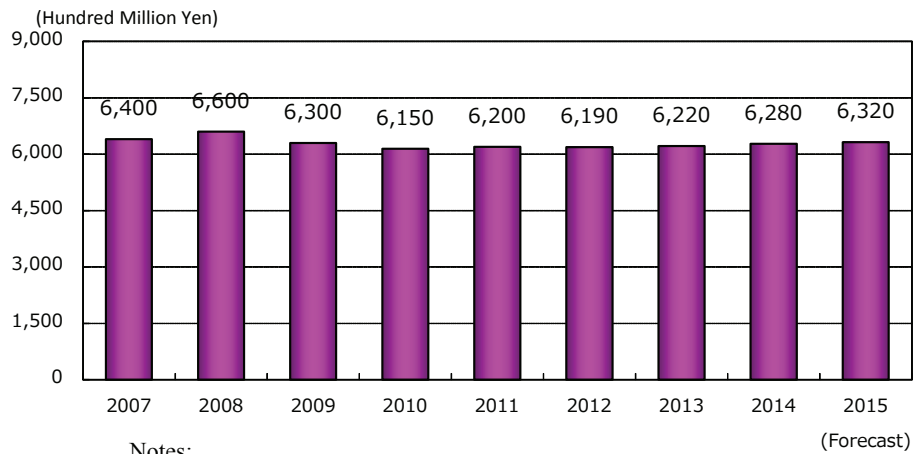
Notes:
1. The Figures are based on the retail amount.

■ **Figure 2: Transition of Size of Men’s Innerwear Market**



Notes:
2. The Figures are based on the retail amount.

■ **Figure 3: Transition of Leg Wear Market**



Notes:
3. The Figures are based on the retail amount.