

Eyewear Market in Japan: Key Research Findings 2016

◆ Research Outline

Yano Research Institute has conducted a research on the domestic eyewear market with the following conditions:

1. Research period: June to August, 2016
2. Research target: Manufacturers and wholesalers, local subsidiaries of overseas companies, importers/exporters, and retailers in the eyewear business
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, FAX, mail, and literature research.

<What is the Domestic Eyewear Market? >

The domestic eyewear market in this research indicates the following four categories: 1) spectacle frames, 2) spectacle lens, 3) ready-to-wear sunglasses, and 4) ready-to-wear reading glasses. The market size is calculated based on the retail values.

The domestic fashion eyewear market is a part of the domestic eyewear market, where those products are sold as one of fashion items, rather than just a tool to support vision. The following categories are included in the market: Imported brands, licensed brands, house brands, functional eyewear, and sports eyewear.

◆ Key Findings

■ With Market Expanded for 5 Consecutive Years, 2015 Domestic Eyewear Market Attained 102.9% of Size of Preceding Year to Achieve 493.9 Billion Yen

Size of the domestic eyewear market was 493.9 billion yen in 2015, 102.9% of that of the previous year. The market has been on the rise for five consecutive years since 2011. The market growth in 2015 has been largely affected by progressive shift of eyewear-sales methods to omni-channels and development of eye-care services for the elderly. In spite of fierce competitions among enterprises vigorous consumer demands have supported the recent steadiness of the market.

■ 2015 Domestic Fashion Eyewear Market Attained 103.8% of Size of Previous Year to Achieve 376.7 Billion Yen, Expected to Reach 390.0 Billion Yen by 2016

The domestic fashion eyewear market in 2015, based on the retail values, achieved 103.8% of the size of the preceding year to attain 376.7 billion yen. The reading glasses for the elderly especially with attractive designs have sold prosperously. The eyewear equipped with high functionality, good designs and fashionableness reflecting the advanced technologies of domestic eyewear makers has been highly praised by consumers with strong preferences. Due to the demands from such consumers, the market is likely to attain 103.5% of the preceding year to reach 390.0 billion yen in 2016.

■ 2015 Imported Eyewear Market Attained 108.1% of Size of Year Before to Achieve 36.1 Billion Yen, Expected to Reach 36.9 Billion Yen by 2016

The imported eyewear market in 2015, based on the retail values, has expanded for three consecutive years to attain 36.1 billion yen, 108.1% of the size of the year before. The growth stems from the following factors: Diversified sales channels, widened customer base mainly to younger generations, steady department-store-based channels, increase of inbound tourism demands, and expanding demands of sunglasses and sports eyewear. The market is projected to

maintain the prosperous growth, mainly due to continuous popularity of sports sunglasses.

◆ **Report format:**

Published report: “Eyewear Brand Market 2016”

Issued on: August 31, 2016

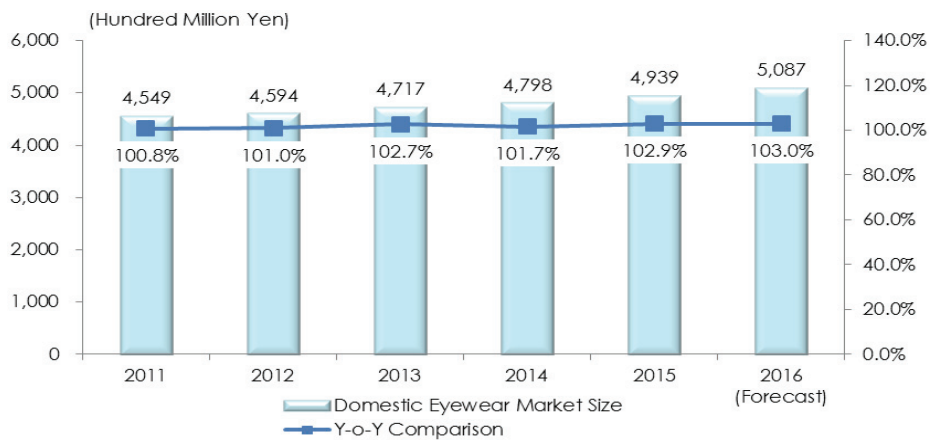
Language: Japanese

Format: 376 pages in A4 format

Price: 125,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

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■ **Figure 1: Transition of Domestic Eyewear Market Size**

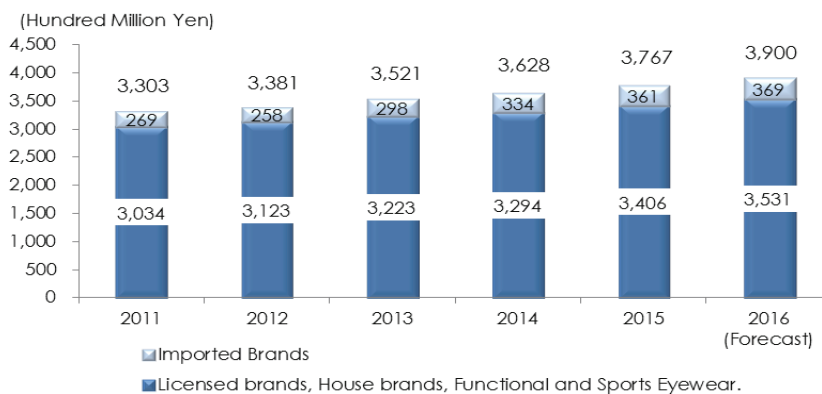


Notes:

Calculated by Yano Research Institute

1. The market size is based on the retail values.
2. The domestic eyewear market in this research indicates the following four categories: 1) spectacle frames, 2) spectacle lens, 3) ready-to-wear sunglasses, and 4) ready-to-wear reading glasses.

■ **Figure 2: Transition of Domestic Fashion Eyewear Market Size**



Notes:

Calculated by Yano Research Institute

3. The market size is based on the retail values.
4. The domestic fashion eyewear market is a part of the domestic eyewear market, indicating those products sold as one of those fashion items, rather than just a tool to support vision. The following categories are included in the market: Imported brands, licensed brands, house brands, functional eyewear, and sports eyewear.