

Innerwear/Legwear Market in Japan: Key Research Findings 2016

◆ 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, 2016
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

■ Despite Tendency to Pursue Comfort Continues, Lack of Hot-Seller Products Led Women's Innerwear Market in 2015 to Result in 631.5 Billion Yen, 98.1% on Y-o-Y Basis

The women's innerwear market in 2015 marked 631.5 billion yen, 98.1% of the size of the previous year to record four consecutive years of decline, based on the retail amount. The scale down of the market stemmed from unexpectedly lengthy slump triggered by the consumption tax increase and from no sign of recovery in consumer spending. The buyers, who are mass merchandisers and lingerie specialty stores, continue facing difficulty. Lack of hot-seller products is also a large factor of the current predicament. Comfort, relaxed feelings, and loose-fit are continued being the product trends in the market.

■ Men's Innerwear Market Size in 2015 Slightly Declined to 263.5 Billion Yen, 99.4% on Y-o-Y Basis

The men's innerwear market in 2015 declined for the three consecutive years to 263.5 billion yen, 99.4% of the size of the previous year based on the retail amount. However, decreasing rate has become smaller, due to sales increase at casual wear specialty stores and e-commerce.

■ The Legwear Market in 2015 Recorded 627.0 Billion yen, 99.8% on Y-o-Y Basis, Favorable Sales Continues for Panty Hoses but Slump in Other Items

The legwear market fell to 627.0 billion yen in 2015, 99.8% of the size in the year before in retail amount. Such items as panty hoses continued favorable sales from the previous year. Socks, especially cover-socks and short-length socks, also kept the steady sales, but not as much as to contribute largely to the sales like they did in the preceding year.

◆ Report Format:

Published report: "Innerwear Market 2016"

Issued on: September 27, 2016

Language: Japanese

Format: 581 pages in A4 format

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

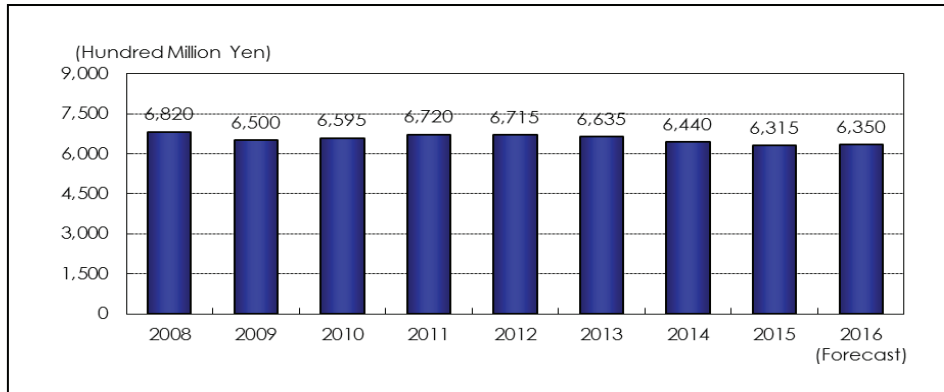
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■ **Figure 1: Transition of Size of Women’s Innerwear Market**

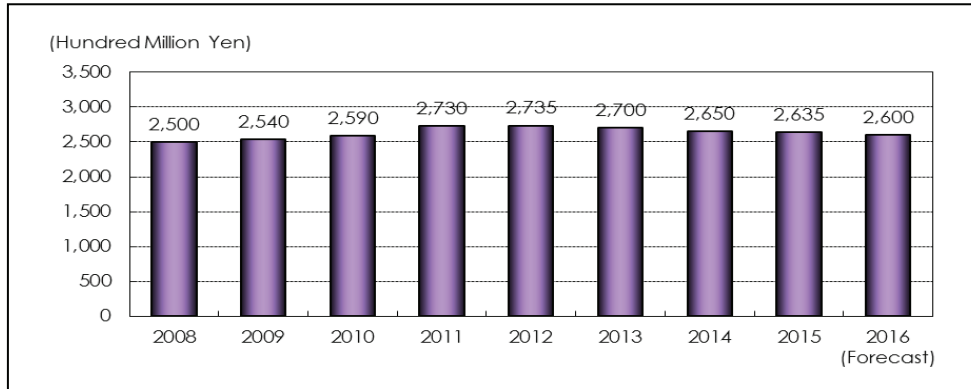


Estimated by Yano Research Institute

Notes:

1. The market size is based on the retail amount.

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

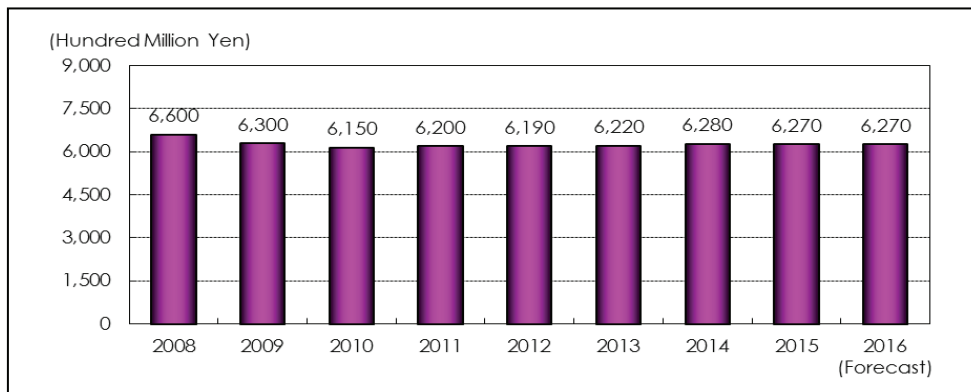


Estimated by Yano Research Institute

Notes:

2. The market size is based on the retail amount.

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



Estimated by Yano Research Institute

Notes:

3. The market size is based on the retail amount.