

Domestic Licensed-Brands Retail Market in Japan: Key Research Findings 2016

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic licensed-brands retail market with the following conditions:

1. Research period: From September to December, 2016
2. Research targets: Brand master licensee companies and brand licensee companies
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone/email, and literature research

What is the Domestic Licensed-Brands Retail Market?

The domestic licensed-brands retail market in this research indicates a size of the domestic retail market of fashion brands manufactured and sold through licensing contracts (i.e., contracts to use trademarks) with the overseas or domestic brand producers (the items are listed in Table 1 in this report.) Note that the character brands, including those in the “anime” or animation are not included in this research.

Master licensee companies are defined as those companies that liaise with overseas or domestic brands through direct license contracts. On the other hand, licensee companies are those companies that actually manufacture and sell the licensed-brand products in Japan, under a contract with master licensee companies.

◆ **Key Findings**

- **Domestic Licensed-Brands Retail Market in 2015 Ended Up at 1,229.4 Billion Yen, 95.7% on Y-o-Y Basis, Shrinking Trends Projected to Continue in 2016 to Mark 1,180 Billion Yen, 96.0% of Size in Year Before**

The domestic licensed-brands retail market size scaled down in 2015, due to severe environment surrounding the domestic license business largely affected by the stagnant sales at department stores and GMS. This tendency is likely to continue in 2016 where no silver lining yet to be found and plight of the market becoming even fiercer. Therefore, the domestic licensed-brands retail market is projected to be 1,180 billion yen, 96.0% of the size of the previous year.

- **Though Number of Licensed Brands that Attained Stable Sales Increased in FY2015, Declined Sales Amount at Shrinking or Contract-Ended Brands Overwhelmed Favorable Results**

When looking at the trends of individual licensed brands, no matter how sales improved at some of the brands in FY2015 from the previous fiscal year, the domestic licensed-brands retail market size ended up to decline. Diminution of sales from the declining brands (those brands that failed to reach the previous fiscal year results) were so large that it exceeded what earned from the favorable sales of some of the stable brands. What was worse, loss from those contract-ended brands, specifically Burberry, had also brought about significant influence.

◆ Report Format

Published report: “Licensed Brand Market 2016”

Issued on: December 28, 2016

Language: Japanese

Format: 577 pages in A4 format

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

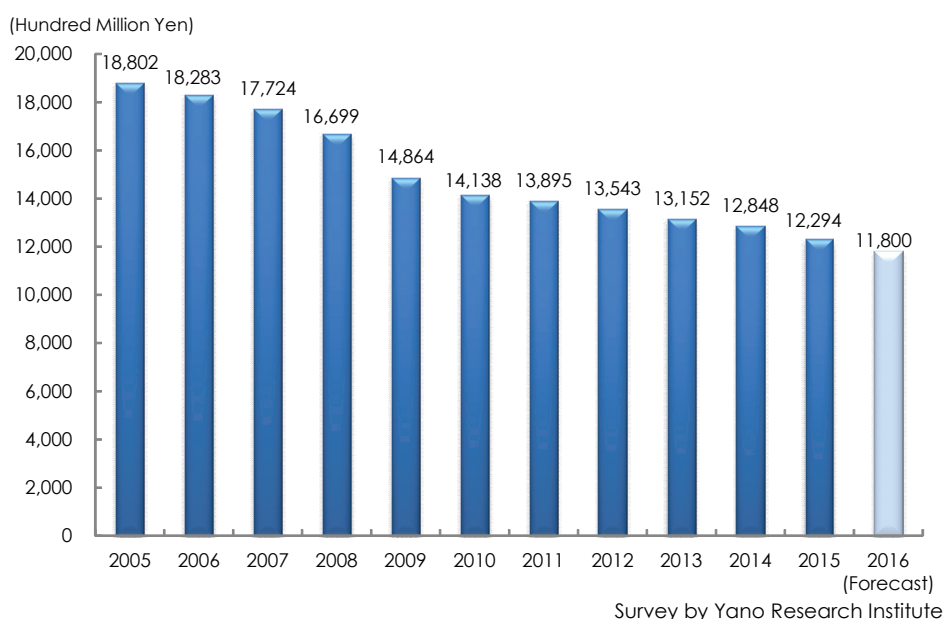
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■ **Figure 1: Transition of Size of Domestic Licensed Brands Retail Market**



Notes:

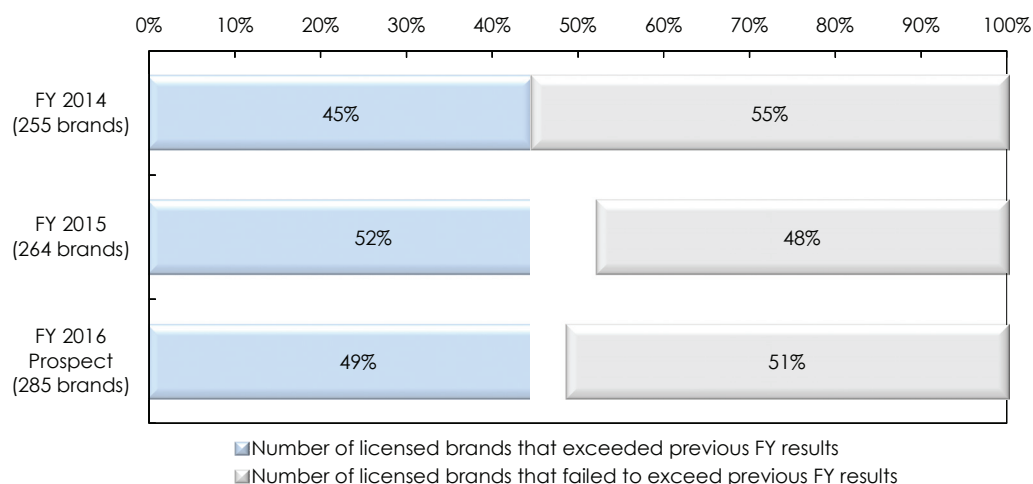
1. The market size is based on the retail values.
2. The domestic licensed-brands retail market in this research indicates a size of the domestic retail market of fashion brands manufactured and sold through licensing contracts (i.e., contracts to use trademarks) with the overseas or domestic brand producers (the items are listed in Table 1 in this report.) Note that the character brands, including those in the “anime” or animation are not included in this research.

■ **Table 1: List of Items in Domestic Licensed Brands Retail Market**

Category	Items
Apparel Items	Women's wear, men's wear, casual wear/sportswear, shirts, swim suits/fitness wear, children's/babies' wear, women's inner wear/socks, men's inner wear/socks, nightwear, uniforms, Kimono/Yukata, wedding dresses
Fashion Accessories	Ties, scarves, handkerchiefs, men's shoes, women's shoes, casual shoes, bags/sacks, leather goods, belts, gloves, hats/caps
General Goods	Umbrellas, rain wears, beddings, interior fabrics, towels, stationeries, tableware, china, glassware, cutleries, bath/toiletries, jewelries, accessories, watches/clocks, glasses frames, sunglasses, etc.

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■ **Figure 2: Composition Ratio between Stable (Favorable) Brands and Failing (Decreasing) Brands**



Survey by Yano Research Institute

Notes:

- The total number of licensed brands differs according to fiscal years because of entry and withdrawal of the market by some of the brands.