

Eyewear Retail Market in Japan: Key Research Findings 2017

◆ Research Outline

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

1. Research period: June to August, 2017
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 Retail Market? >

The domestic eyewear retail market in this research indicates the market of the following four items: 1) spectacle frames, 2) spectacle lenses, 3) ready-to-wear sunglasses, and 4) ready-to-wear reading glasses. The domestic fashion eyewear retail market indicates the market of the above four items that are sold as fashion accessories rather than just a tool to support vision. They cover the entire genre including imported brands, licensed brands, house brands, functional eyewear, and sports eyewear.

◆ Key Findings

■ Domestic Eyewear Retail Market in 2016 Grew to 504.5 Billion yen, 102.1% on Y-o-Y Basis, and Projected to Achieve 512.0 Billion Yen by 2017

Size of the domestic eyewear retail market was 504.5 billion yen in 2016, 102.1% of that of the previous year. The market has been on the rise for five consecutive years since 2012. Although there continues to be a price competition, there have been wider variety of eyewear sold as follows: Function eyewear mainly those equipped with protection from UV and other harmful rays; high-added-value products including those with high function lenses, those made by skilled craftsmen using their skilled technique and carefully selected materials in Japan, and those made by collaboration of some famous brands and character brands. In addition, there have been some efforts and attempts to serve customers at stores such as recommending some products highlighting health and beauty, and providing solutions to keep the eyes healthy. These factors are likely to affect the domestic eyewear retail market in 2017 to attain 512.0 billion yen, 101.5% of the size of the preceding year.

■ 2016 Domestic Fashion Eyewear Retail Market Expanded to 104.1% on Y-o-Y Basis to Attain 392.0 Billion Yen, Projected to Achieve 410.0 Billion Yen by 2017

The domestic fashion eyewear retail market in 2016 achieved 104.1% of the size of the preceding year to attain 392.0 billion yen. Those products made by collaboration of some famous brands and character brands, as well as imported brand sunglasses have shown favorable sales. Also, sports sunglasses equipped with polarized lenses or with UV protection have been well accepted by the people highly conscious of beauty and health. By acquiring those demands, the market is likely to expand to 410.0 billion yen, 104.6% of the size of the previous year.

■ **2016 Imported Eyewear Retail Market Attained 106.6% of Size of Year Before to Achieve 38.5 Billion Yen, Projected to Decrease to 38.0 Billion Yen by 2017**

The domestic imported eyewear retail market in 2016 has expanded for four consecutive years to attain 38.5 billion yen, 106.6% of the size of the year before. The market growth stems from the following factors: Remarkably-well sold sunglasses by fashion luxury brands mainly to Chinese tourists visiting Japan; growing sales of spectacle frames with some functions such as UV protection, raising the laugh lines in a face, and etc.; and effective sales promotions via social media targeting relatively young customers in their 30s or less. However, the imported eyewear retail market is likely to decline to 38.0 billion yen, 98.7% on Y-o-Y basis, due to inbound demand concentrating on some of specific popular brands and to the market having generally been on the decline.

◆ **Report format:**

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Issued on: August 31, 2017

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Format: 425 pages in A4 format

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

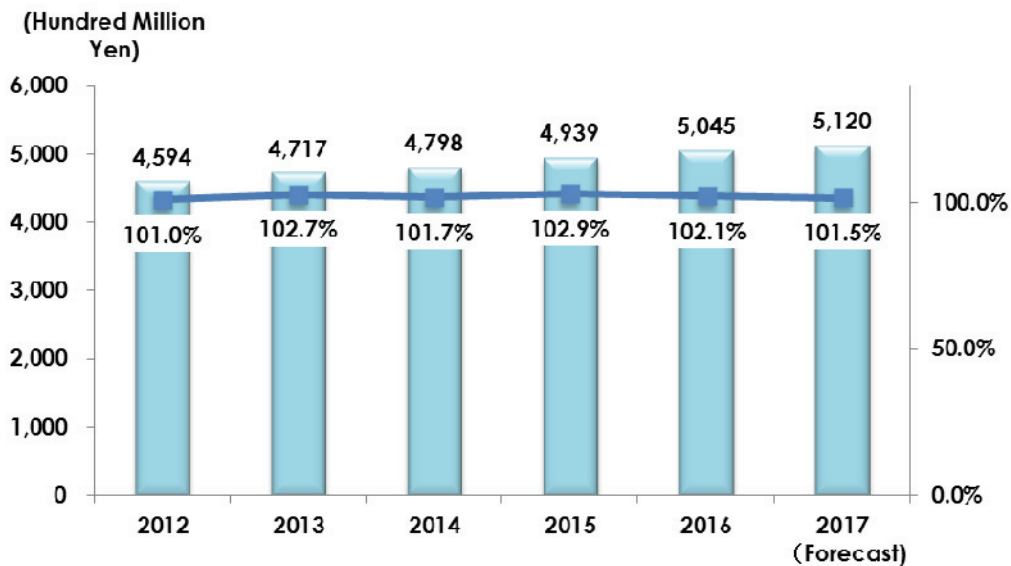
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■ **Figure 1: Transition of Domestic Eyewear Retail Market Size**

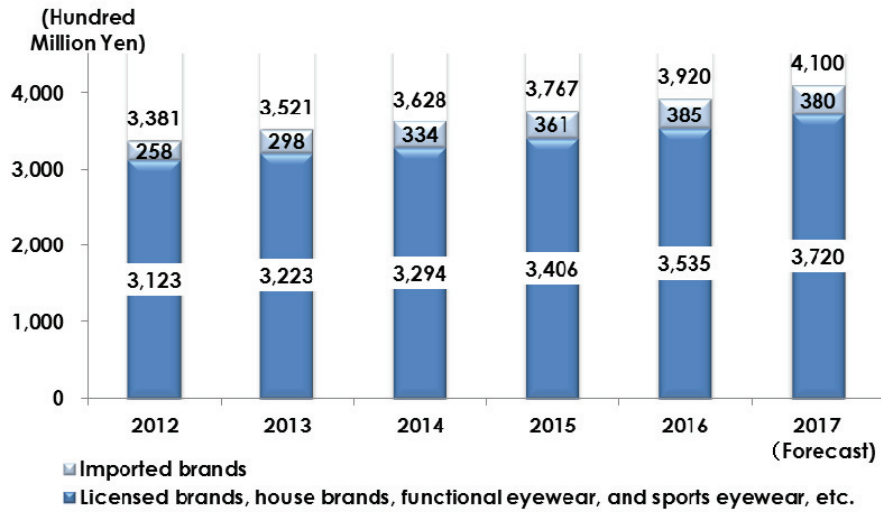


Estimated by Yano Research Institute

Notes:

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

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



Estimated by Yano Research Institute

Notes:

3. The market size is based on the retail values.
4. The domestic fashion eyewear retail market is a part of the domestic eyewear retail market.
5. Fashion eyewear products are those sold as fashion accessories rather than just a tool to support vision. They cover the entire genre including imported brands, licensed brands, house brands, functional eyewear, and sports eyewear.