

Innerwear/Legwear Market in Japan: Key Research Findings 2017

◆ Research Outline

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

1. Research period: From July to September, 2017
2. Research targets: Manufacturers, wholesalers and retailers that are in the market of innerwear/legwear
3. Research methodologies: Face-to-face interviews mail-in questionnaire, and literature search

◆ Key Findings

■ **Lack of Hot-Seller Products Led Women's Innerwear Retail Market in 2016 to Result in 624.0 Billion Yen, 98.8% on Y-o-Y Basis, In Spite of Stable Popularity Kept by Comfort Innerwear**

The women's innerwear retail market in 2016 decreased to 624.0 billion yen, 98.8% of the size of the previous year to record the fifth consecutive year of decline. There were no remarkably well-sold products, but such innerwear as wireless bras pursuing comfort have begun attracting attentions, which has made other makers to focus on such products.

■ **Men's Innerwear Retail Market Size in 2016 Scaled Down to 259.0 Billion Yen, 98.3% on Y-o-Y Basis, Affected by Sales Slump at Department Stores and Mass Merchandisers**

The men's innerwear retail market in 2016 declined to 259.0 billion yen, 98.3% of the size of the year before, recording the fourth consecutive year of decrease. When looking at the sales by sales channel, although the sales at casual-wear specialty stores were almost the same size as the previous year and the sales at mail-order and other channels were on the rise, they were not able to cover the loss from the stagnant sales at department stores and mass merchandisers, the tendency of which have continued for the past few years.

■ **The Legwear Retail Market in 2016 Recorded 619.0 Billion yen, 98.7% on Y-o-Y Basis, Steady Sales Continues for Panty Hoses but Lack in Items to Drive Market**

The legwear retail market slightly decreased to 619.0 billion yen in 2016, 98.7% of the size in the year before. Although panty hoses have kept on selling relatively well, there have been no other items to boost the market.

◆ Report Format:

Published Report: "Innerwear Market 2017"

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Price: 120,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

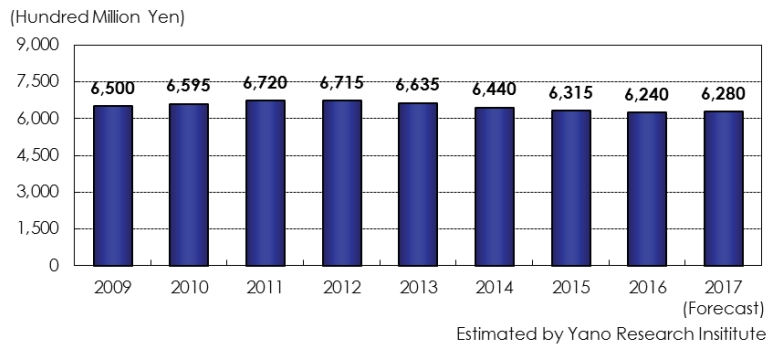
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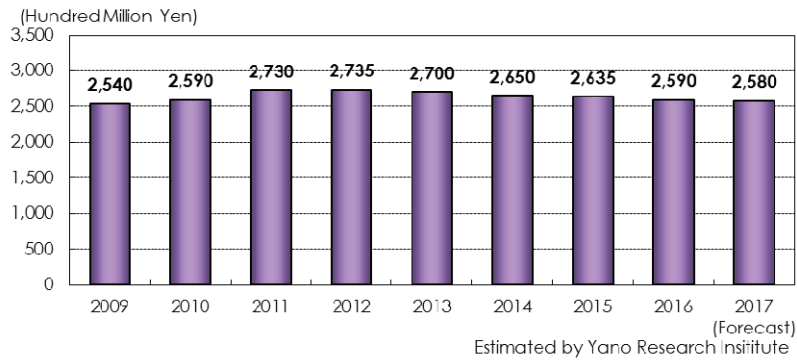
■ **Figure 1: Transition of Size of Women’s Innerwear Retail Market**



Notes:

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

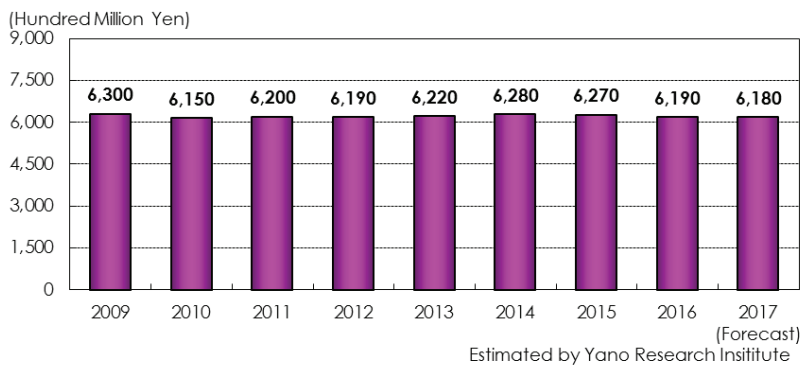
■ **Figure 2: Transition of Size of Men’s Innerwear Retail Market**



Notes:

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

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



Notes:

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