

Fashion E-commerce Industry in Japan: Forecast 2015

➡ Research Outline

Yano Research Institute has conducted a study and forecast on the fashion e-commerce industry in Japan with following conditions.

1. Research period: August to October 2010
2. Research targets: Brand holders, e-commerce development supporting companies, cross-channel service companies, etc.
3. Research methodologies: Face-to-face interviews, telephone and email surveys, literature research

DEFINITION of Fashion EC

The market size of the fashion EC or e-commerce in this study was calculated based on the retail sales value of e-commerce products in the categories of clothing, clothing accessories, shoes, bags, leather goods, jewelry, watches, fashion accessories, interior goods, sundries, furniture, chinaware and glassware.

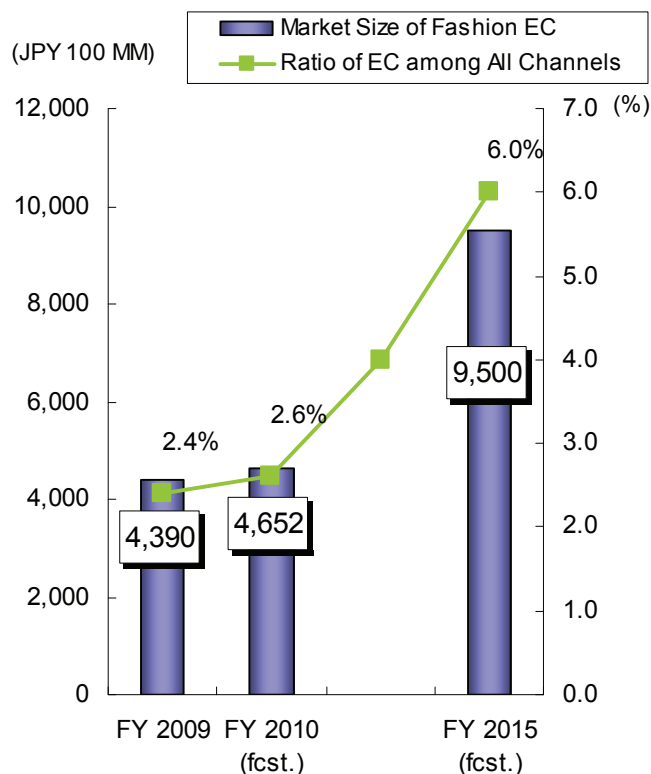
➡ Key Findings

- ◆ **The FY 2015 market size of fashion EC is forecast at JPY 950 billion to the ratio of 6% among all channels.**

In the fashion market e-commerce will be more superior as “a channel with high expectation value” and is anticipated to continue to grow steadily in the medium and long-term perspective.

- ◆ **Market Expansion Factors**

1. Cross-channel purchase behavior will be established.
2. Companies and brands that “provide services responding to customer leads” will be a standard.
3. With the advancement of Internet technologies, development of devices, including mobile tools and digital signage, will progress.



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