

Luxury Import Accessories Market in Japan: Key Research Findings 2011

◆ Research Outline

Yano Research Institute has conducted a study on luxury import accessories market with the following conditions:

1. Research period: October to December, 2011
2. Research target: Japanese arms of luxury brands from Europe and US, import agents and wholesalers that deal with luxury import accessories
3. Research methodologies: Face-to-face interviews by the specialized researchers, telephone/email surveys, and literature research

<What are the luxury import accessories in this research?>

The luxury import accessories in this research indicate the following seven items imported from Europe and U.S which are; luxury watches, jewelries, ceramics, crystal/glassware, stationeries, eyewear, kitchen tools. As for the eyewear, this research intends those luxury ones that exceed 30,000 yen.

◆ Key Findings

- **Domestic luxury import accessories market is estimated to return to positive growth for the first time in 4 years in 2010, after continuous decline since it peaked in 2006**

The domestic luxury import accessories market in 2010 is estimated to reach 587.3 billion yen, 103.7% of the figures in the previous year. The slight positive growth may continue until 2011 in which it is expected to attain 598.4 billion yen, 101.9% of the figure in the previous year.

The economic recession led by the global financial crisis in the latter half of 2008 caused sluggish consumption which drastically scaled down the market. Although the economic slowdown continued during 2010, the steep plunge in 2009 invited backlash of demands to regain a low level of positive growth.

- **Analysis by item shows that luxury watches and jewelries picked up to push up the entire market slightly**

The four items in the market, luxury watches, jewels, luxury stationeries and luxury eyewear, have risen to a minor extent, whereas other three items, ceramics, crystal/glassware, and kitchen tools have marginally declined. In total, the market exceeded the previous year.

◆ Report format:

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Price: 110,250 yen (5,250 yen of consumption tax shall be charged for the sales in Japan.)

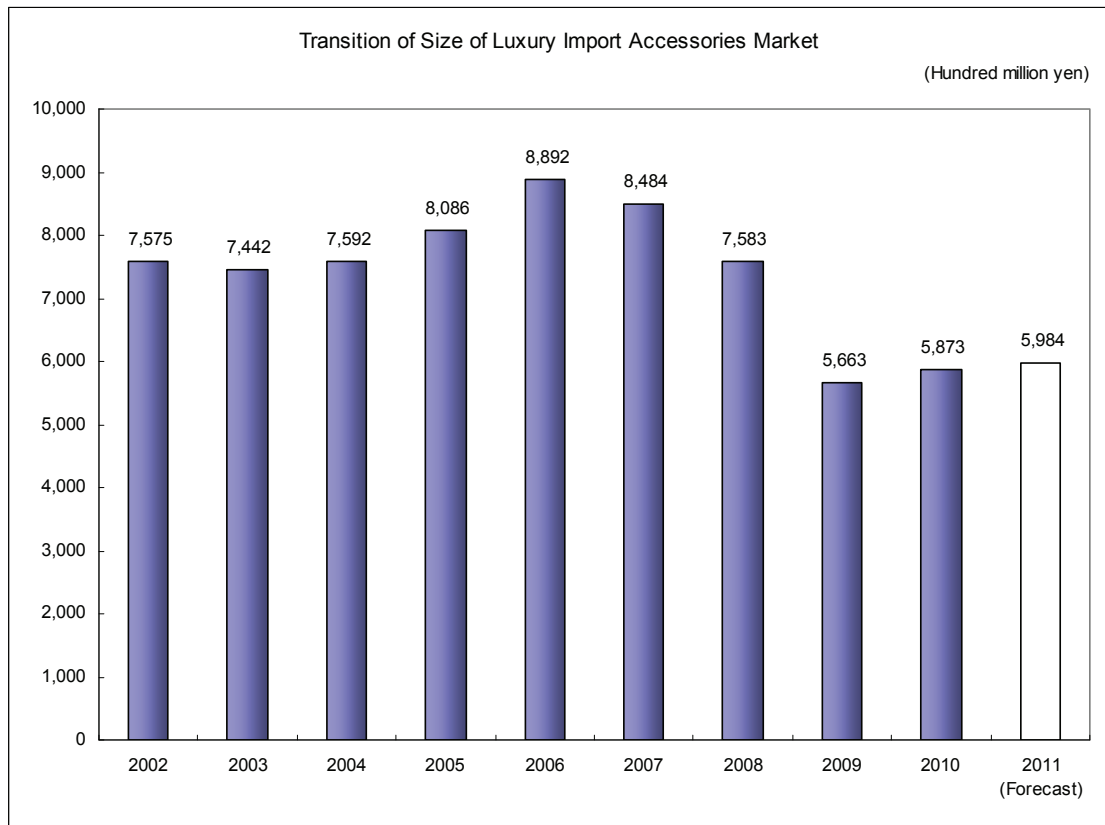
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■ **Figure 1: Transition of Size of Luxury Import Accessories Market**



Estimated by YRI

Notes:

1. The figures are based on retail volume.
2. 2011 (Forecast) indicates forecast value.

■ **Figure 2: Transition of Size of Luxury Import Accessories Market**

	2003		2004		2005		2006		2007		2008		2009		2010		2011(Forecast)	
Luxury watches	3,520	95.9	3,661	104.0	3,987	108.9	4,561	114.4	4,295	94.2	3,780	88.0	2,410	63.8	2,500	103.7	2,550	102.0
Jewelries	2,671	99.1	2,689	100.7	2,893	107.6	3,110	107.5	2,991	96.2	2,750	91.9	2,318	84.3	2,434	105.0	2,483	102.0
Ceramics	385	101.3	350	90.9	305	87.1	297	97.4	288	97.0	235	81.6	195	83.0	190	97.4	195	102.6
Crystal/Glass ware	190	102.2	199	104.7	205	103.0	216	105.4	217	100.5	182	83.9	150	82.4	148	98.7	150	101.4
Luxury stationeries	149	98.0	154	103.4	160	103.9	164	102.5	162	98.8	146	90.1	140	95.9	143	102.1	144	100.7
Luxury Eyewear	325	103.2	330	101.5	335	101.5	332	99.1	321	96.7	290	90.3	260	89.7	270	103.8	275	101.9
Kitchen tools	202	116.1	209	103.5	201	96.2	212	105.5	210	99.1	200	95.2	190	95.0	188	98.9	187	99.5
Total	7,442	98.2	7,592	102.0	8,086	106.5	8,892	110.0	8,484	95.4	7,583	89.4	5,663	74.7	5,873	103.7	5,984	101.9

Estimated by YRI

Notes:

3. The figures are based on retail volume.
4. 2011 (Forecast) indicates forecast value.
5. All figures are estimated by YRI based on the monthly bulletin on Japanese trade published under the Ministry of Finance Japan.
6. Ceramics and crystal/glassware indicate tableware and figurines, including those for company demands.
7. Kitchen tools include cooking utensils, silver works/silverware, and other luxury tableware made of metals
8. Eyewear indicates luxury ones that exceed 30,000 yen.
9. The past market size of luxury stationeries and eyewear have been reviewed and revised.