

Imported Luxury Brands Market in Japan: Key Research Findings 2012

◆ Research Outline

Yano Research Institute has conducted a study on imported luxury brands market with the following conditions:

1. Research period: From December 2011 to April 2012
2. Research targets: Fashion & apparel businesses dealing with imported brands, Japanese arms and trading firms representing clothing and accessories companies overseas
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone

What is imported luxury brands market in this research?

Imported luxury brands market in this research indicates the following ten major categories imported directly from EU or USA; women's clothing, men's clothing, babies' clothing, bags and leather goods, shoes, ties, scarf/shawl/handkerchiefs, clothing made from leather, belts, and gloves.

◆ Key Findings

■ Imported Luxury Brands Market 2011 Attained 900 Billion Yen, 108.3 % of Size in Previous Year – Increase for First Time in 5 Years

The domestic imported luxury brands market (imported clothing and accessories) in 2011 reached 900 billion yen, 108.3 % of the size in the previous year, based on retail amount. The market which had been on the downgrade since 2007 marked increase for the first time in five years.

■ Men's Wear, Shoes Items Rose Prominently

All the categories in the market, except for clothing made from leather, increased in size in 2011 compared to the previous year. Among them, items of men's wear and shoes sold especially well. Retail amount of men's wear reached 112.6 billion yen, 117.2% of the previous year, whereas shoes attained 135.9 billion yen, 113.5% of the prior year. Those numbers indicate that retails of both categories rose by more than 10%.

■ With Economic Anxieties Prevailing over Market Drivers, Estimated 2012 Market Size Shrink Slightly

The market drivers that contributed in 2011 are doubtful for being effective this year and beyond. The size of domestic imported luxury brands market is estimated to decrease slightly to 895.5 billion yen (based on retail amount) in 2012, due to euro crisis and other economic anxieties.

◆ **Report format:**

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Price: 126,000 yen (6,000 yen of consumption tax shall be charged for the sales in Japan.)

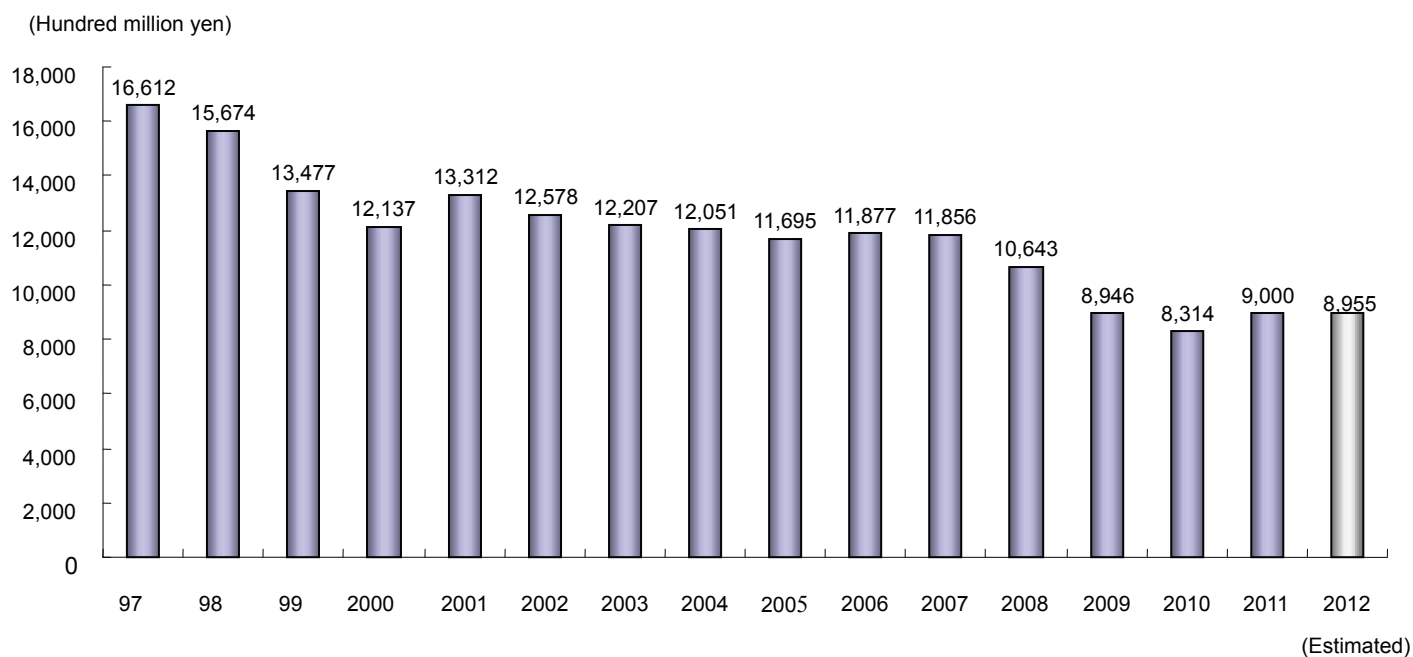
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■ **Transition of Estimated Market Size of Imported Luxury Brands (Clothing and Accessories)**



Notes:

1. The figures are based on retail amounts.
2. The figures are calculated based on CIF values of Trade Statistics coupled with exchange rates for each year.