

Kimono Market in Japan: Key Research Findings 2012

◆ Research Outline

Yano Research Institute has conducted a study on domestic Kimono market with the following conditions:

1. Research period: From October to December, 2012
2. Research targets: Manufacturers, wholesalers, retailers of kimono and its peripheral goods
3. Research methodologies: Face-to-face interviews by the expert researchers, in-mail questionnaire, and literature research

What is Kimono Market?

The domestic kimono market in this research targets pure-silk kimonos, pongee kimonos, “Obi (a band for kimono)”, recycled kimonos, accessories to wear with kimonos, “Yukata”, and kimonos made with synthetic fiber fabric. The market size is calculated based on retail values, and no rental kimonos are included.

◆ Key Findings

■ Domestic Kimono Market in FY2011 Marked 300.0 Billion Yen, 96.8% of Previous Year, Showing Slower Diminution

Domestic kimono market for FY2011 is estimated to be 96.8% of the previous year to attain 300.0 billion yen. Shrinking pace of the market has been slowing down in most of the sales channels, especially in those so-called standard kimono channels, which are general kimono stores and chain specialty stores. Relatively strong sales by those stores have driven the entire market to show a recovering tendency. The large specialty store chains have tried to enhance counter selling, hoping to acquire new customers, mainly young people, and providing diverse services for existing customers. Such strategies have contributed in gaining a silver lining for some companies to a slight increase of sales, after years of declining.

■ Fostering of New Demands Led by “Kimono Dressing” Classes and Rental Business

“Kimono dressing” classes and rental kimonos are the current trends of the market.

“Kimono dressing” classes serve as an entrance for consumers to buy kimonos. Conspicuous are those classes operated by Japanese culture schools or by companies teaching Japanese-manners, driving customers to pay attention to and to become interested in kimonos. The kimono-rental business is increasing, especially lending of “Furisode” kimonos. The companies specialized in kimono-rental business have emerged dramatically, urging large specialty chains to compete against them. These tendencies can eventually expand the market by creating an environment for consumers to break through hesitancy

against kimonos, generating more opportunities to wear kimonos.

◆ **Report format :**

Published report: “Kimono Industry 2012-2013”

Issued on: December 25, 2012

Language: Japanese

Format: 467 pages in B5 format

Price: 105,000 yen (5,000 yen of consumption tax shall be charged for the sales in Japan.)

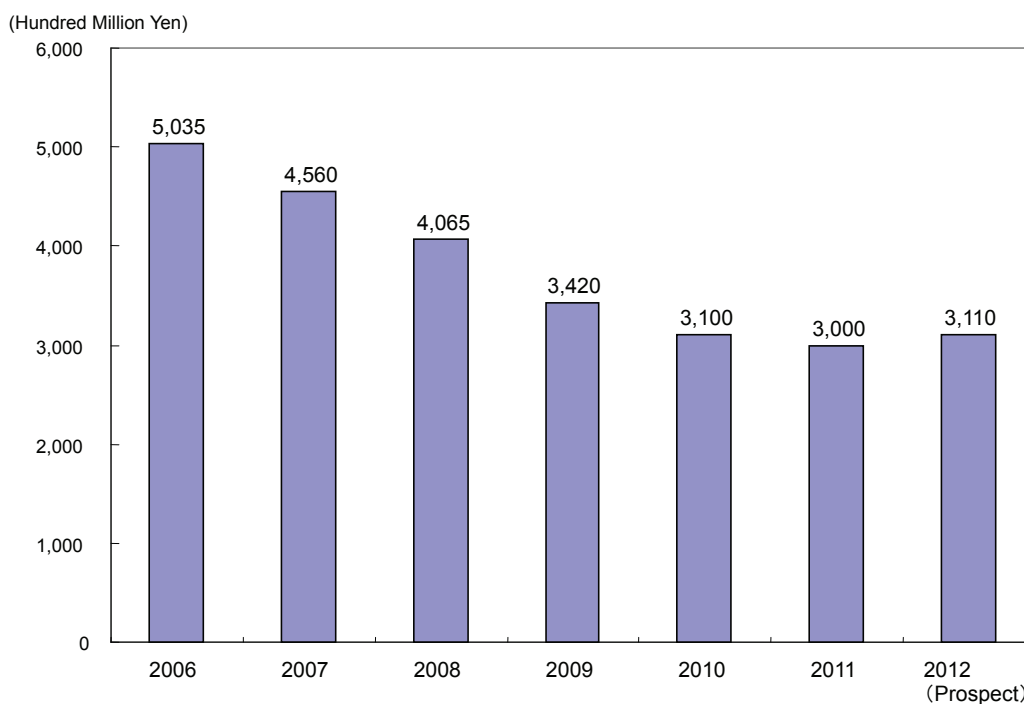
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

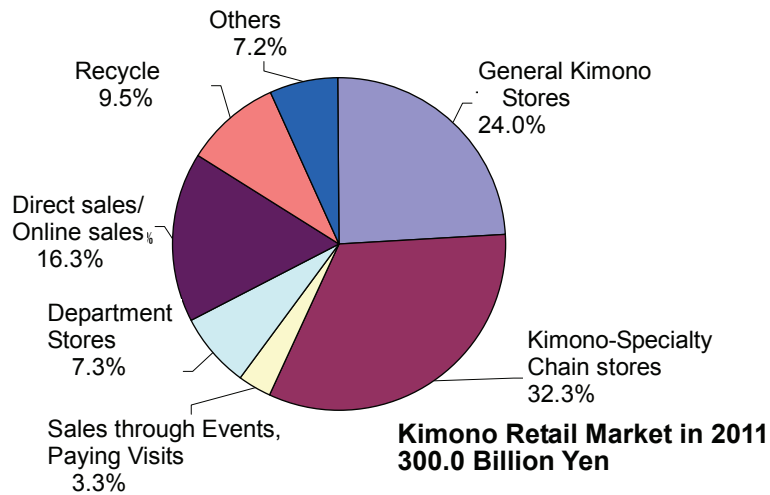
■ **Figure 1: Transition of Estimated Size of Kimono Retail Market**



Notes:

1. The figures are based on retail values.
2. The domestic kimono market in this research targets pure-silk kimonos, pongee kimonos, “Obi (a band for kimono)”, recycled kimonos, accessories to wear with kimono, “Yukata”, and kimonos made with synthetic fiber fabric. No rental kimonos are included.

■ **Figure 2: Composition of Kimono Retail Market by Sales Channel in 2011**



Notes:

Estimated by YRI

3. The figures are based on retail values.
4. "Others" include sales of kimono to kimono-dressing classes, and sales to mass merchandisers.