

Babies and Children's Clothing Market in Japan: Key Research Findings 2016

◆ Research Outline

Yano Research Institute has conducted a study on the domestic babies and children's clothing market with the following conditions:

1. Research period: From May to June, 2016
2. Research target: Manufacturers, wholesalers and retailers (department stores, mass merchandizers, specialty stores and mail order businesses), and etc.
3. Research methodologies: Face-to-face research by the expert researchers, surveys via telephone, mail-in questionnaire, and literature research

<What is the Babies and Children's Clothing Market?>

The domestic babies and children's clothing market in this research indicates the market of the following categories: Clothing for babies from 0 to 1 year old, for toddler kids from 2 to 6 years old, and for school juniors from 7 to 14 years old. No accessories and miscellaneous goods are included.

◆ Key Findings

■ **Estimated Size of Babies/Children's Clothing Market in 2015 Slightly Declined to 918.0 Billion Yen, 99.5% on Y-o-Y Basis**

The domestic babies and children's clothing market in 2015 slightly declined to 918.0 billion yen, 99.5% of the size of the previous year. Restrained buying of babies/children's clothing seems to stem from consumption tax increase that brought about stagnant personal spending, especially those of the middle-class households. The market is likely to continue scaling down because of decreasing number of children.

■ **Department Stores Striving for Acquiring Customers of Next-Generation**

The department stores have recently enhanced their floors to promote the products that they selected and bought by themselves as a part of their attempts to acquire customers of the next generations. The efforts can be shown by their product development, information services, and events that are given from mothers' points of view to attract attention of general mothers. The department stores have even placed concierge to solve concerns over child-raising issues and to respond to consultations. Through the course of such endeavors, many of the department stores focus on childbirth preparations, so that pregnancy can be a trigger to connect with customers of next generation.

■ **Increased Suggestion of Casual Gifts Suitable to New Life Style**

As there has been growing number of small events and parties relating to babies and children, such as baby showers, half-birthdays (6-month birth anniversary celebration), birthdays, Halloween, Christmas, and etc., the demands of casual gifts have been expanding. Therefore,

not a few companies are focusing on promoting such casual gifts suitable to the person who are given that present, or those gifts that have particular functions and/or qualities, and those appropriate for the recent lifestyles.

◆ **Report format:**

Published report: “Babies/Children’s Clothing Market Year Book 2016”

Issued on: June 30, 2016

Language: Japanese

Format: 359 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

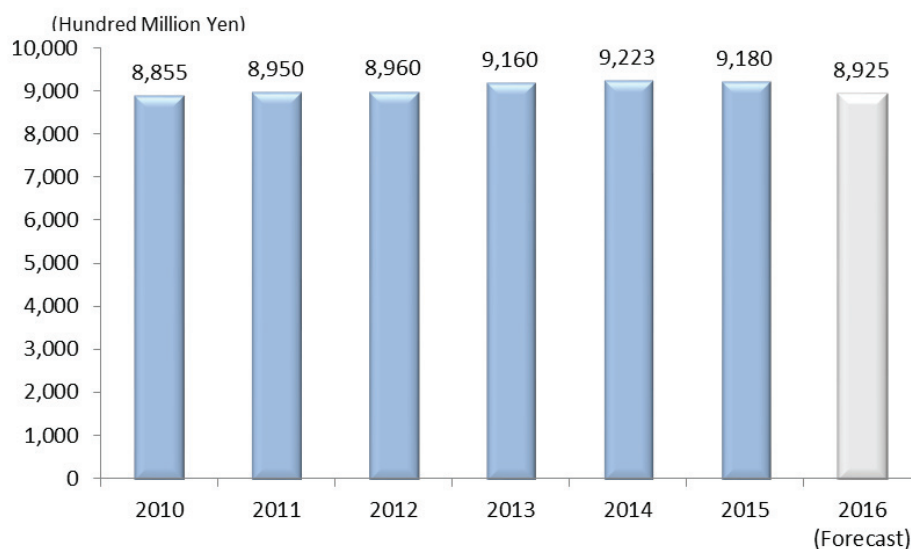
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■ **Figure 1: Transition and Forecast of Babies/Children’s Clothing Market Size**



Survey by Yano Research Institute

Notes:

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