

Bags and Purses Market in Japan: Key Research Findings 2016

◆ Research Outline

Yano Research Institute has conducted a study on the domestic bags and purses market with the following conditions:

1. Research period: From December 2016 to February 2017
2. Research targets: Manufacturers, wholesalers, and retailers in the industry of bags, purses and belts, companies in the peripheral industries (manufacturers, wholesalers and suppliers of leather/artificial leather, fabrics/textiles and etc.), importers and exporters.
3. Research methodologies: Face-to-face interviews by the expert researchers, mail-in questionnaire, and literature research of statistics and data from relevant public offices and industrial organizations

What are Bags and Purses?

The “bags” in this research mainly indicate large bags for men and the “purses” mainly indicate handbags or pouches for women. The categories of “business bags”, “traveling bags”, “handbags”, “wallets/leather goods”, and “belts” are also included. Among entire bags and purses market, the market size of imported brands and license brands are calculated based on the calendar year rather than the fiscal year.

◆ Key Findings

■ **Size of FY2015 Domestic Bags and Purses Market Rose to 1,091.5 Billion Yen, 103.1% on Y-o-Y Basis, FY2016 Expect Maintaining a Trillion-Yen Market**

The domestic bags and purses market in FY2015 attained 1,091.5 billion yen, 103.1% of the size of the previous fiscal year, and is expected to be 1,080.7 billion yen in FY2016, 99.0% of the size of FY2015, based on the retail prices. In spite of the falling domestic consumption especially by the middle-income class and slowdown of the inbound tourism demand from the foreign visitors, the market size in FY2016 remains to be a slight decline to keep the trillion yen, because of the efforts by those stores mainly selling made-in-Japan products and PB products, as well as those stores trying to respond to the customers who place importance on uniqueness by providing such services as custom order and etc. Although the consumption activities of the middle-income class are still in a grave situation, the two large demands, i.e., the inbound and those from the rich, are likely to remain stable. Therefore, the domestic bags and purses market in FY2017 is likely to be the same level, 99.8% of the size of the preceding fiscal year to attain 1,078.0 billion yen.

■ **Domestic Brand Bags Market On the Rise, By Appealing With Emerging New Brands and With Products Made by Domestic Craftsmen**

Among the entire domestic bags and purses market, the market of those domestic brand bags attained 416.6 billion yen in FY2015, 101.7% of the size of the previous fiscal year, and projected to achieve 421.5 billion yen in FY2016, 101.2% on Y-to-Y basis. The stable

market partly stems from inbound tourism demand by foreign visitors intensively focusing on the domestic made-in-Japan products handcrafted by craftsmen. In addition, some licensees of those international brands, trying to escape from relying too much on those license business, have come to develop their own brands using the technologies that they have nurtured through the course of time, making the market being brisk in launching the in-house brands and generating the new brands. Furthermore, those retailers that handle domestic brands have been active in developing new forms of retail stores that specifically handle in-house brands.

◆ Report Format:

Published report: “Bags and Purses Market 2016-2017”

Issued on: February 24, 2017

Language: Japanese

Format: 502 pages in A4 format

Price: 125,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

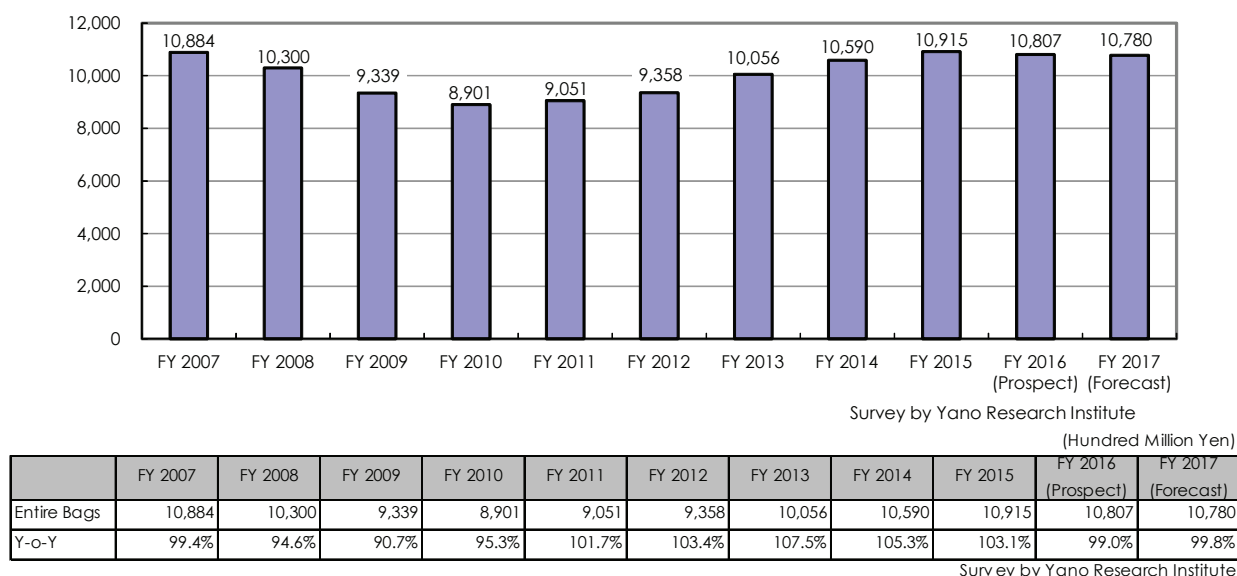
Contacts: Public Relations

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

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

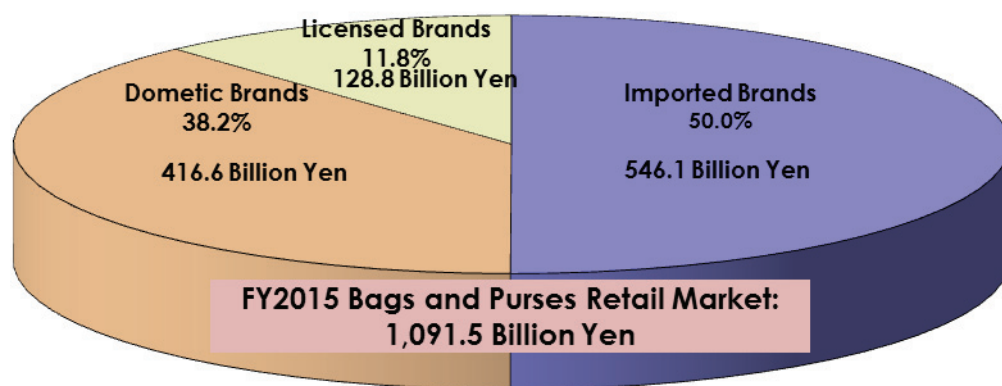
■ Figure & Table 1: Transition of Size of Domestic Bags and Purses Market



Notes:

1. The market size in this research is calculated based on the retail price.
2. The categories of “business bags”, “traveling bags”, “handbags”, “wallets/leather goods”, and “belts” are also included.

■ **Figure 2: FY2015 Bags and Purses Retail Market Share by Category**



Survey by Yano Research Institute

Notes:

3. The market size is based on retail price.
4. The categories of “business bags”, “traveling bags”, “handbags”, “wallets/leather goods”, and “belts” are also included.
5. Among entire bags and purses market, the size of imported and license brands are calculated based on the calendar year rather than the fiscal year.