

## **Jeans and Casual Wear Market in Japan: Key Research Findings 2011**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on domestic market of jeans and casual wear with the following conditions:**

1. Research period: From May to June, 2011
2. Research targets: Domestic jeans and casual wear-related companies (including specialty stores, manufacturers, and denim-product companies)
3. Research methodologies: Face-to-face interviews, survey via email/telephone/mail-in/FAX in combination with literature research

#### **What is casual wear market?**

Except for those clothing defined as formal wear, casual wear includes all men's, women's and children's wear sold through every retail channel. The market size is calculated based on the retail amount.

#### **What is jeans casual?**

Jeans casual is a part of casual wear that is sold at jeans casual specialty floors/stores. The market size is calculated based on the retail amount and excludes clothing for babies and children.

### ◆ **Key Findings**

- **Retail market for casual wear in 2010 has shrunk to 5,840.6 billion yen, due to the decline in the average sale per customer**

The casual wear market in 2010 has scaled down to 5,840.6 billion yen (98.1 % of the previous year), following the course of the prior year, though the reduction range improved a little.

Ever since the market exceeded 6,000 billion yen in 2000, it had managed to maintain the slight growth year after year until around 2009, at which point the market has started to deteriorate. The slump is caused by sluggish consumption and seasonal discounts that has taken place too early and too often.

- **Jeans casual market in 2010 fell to 1,159.4 billion yen due to price competition among low-price jeans**

Just like all other casual wear market, jeans casual market in 2010 also continued its declining trend from the previous year, and ended up as 1,159.4 billion yen (97.1 % of the previous year) in retail base. It stems from reduction in average sale per customer caused by

earlier and more frequent seasonal discounts, and also, caused by price competition among those low-price jeans including “990-yen jeans” that emerged around 2009. The only channel that developed its share in the market from 2009 to 2010 was mail-order channel, which reached 4.9 % of the market, finally toppled the share of department store.

◆ **Report format:**

Published report: “Jeans and Casual Wear Market 2011”

Issued on: July 30, 2011

Language: Japanese

Format: 442 pages in B5 format

Price: 115,500 yen (5,500 yen of consumption tax shall be charged for the sales in Japan.)

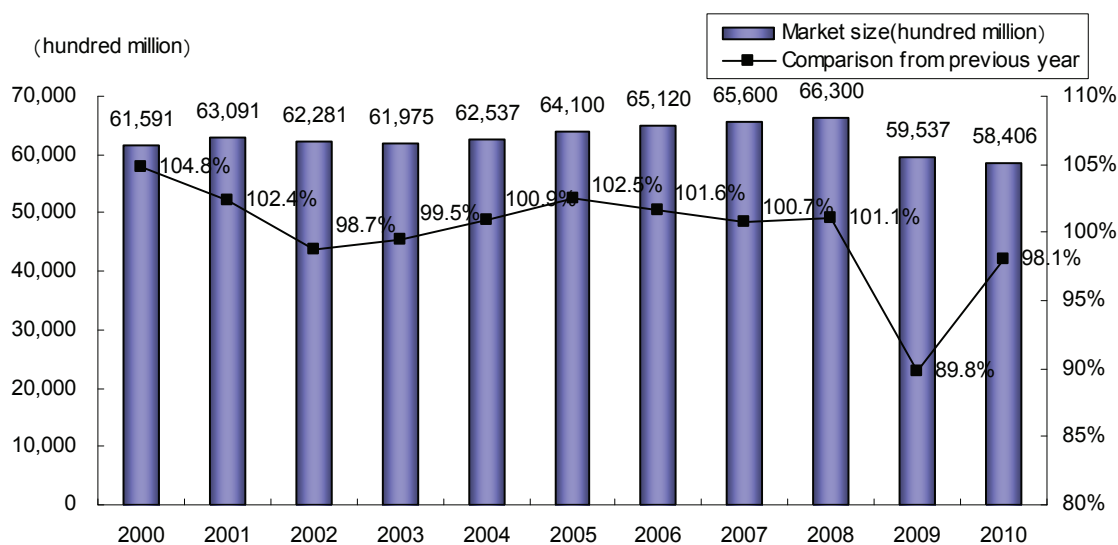
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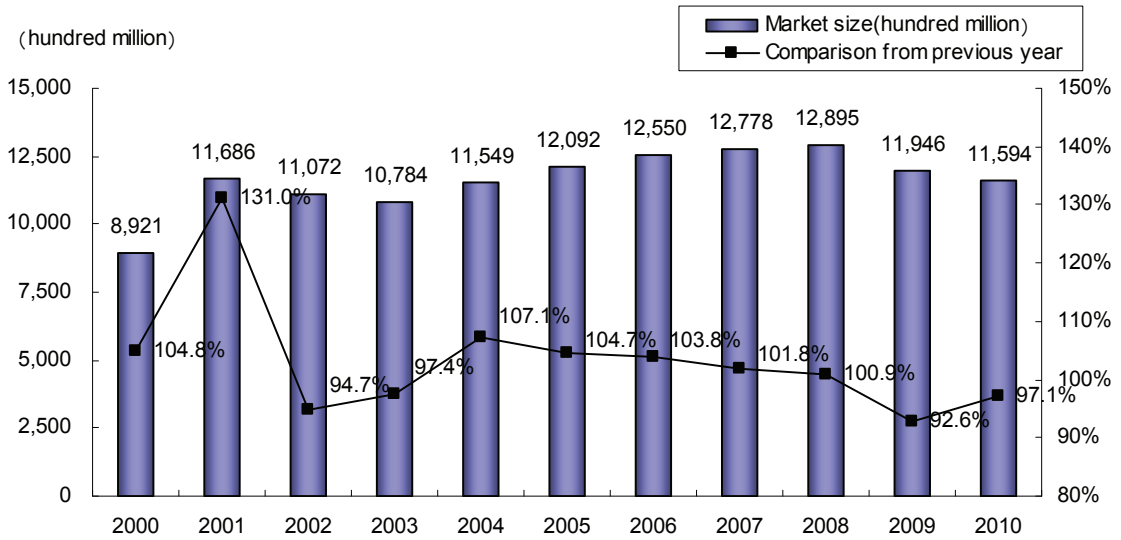
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**Transition of casual wear market size**



	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Market size(hundred million)	61,591	63,091	62,281	61,975	62,537	64,100	65,120	65,600	66,300	59,537	58,406
Comparison from previous year		104.8%	102.4%	98.7%	99.5%	100.9%	102.5%	101.6%	100.7%	101.1%	89.8%

### Transition of Jeans casual wear market size



	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Market size(hundred million)	8,921	11,686	11,072	10,784	11,549	12,092	12,550	12,778	12,895	11,946	11,594
Comparison from previous year		104.8%	131.0%	94.7%	97.4%	107.1%	104.7%	103.8%	101.8%	100.9%	92.6%

