



# Apparel and Footwear Specialists in Japan

February 2024

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## Apparel and Footwear Specialists in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fast Retailing focuses on experiences to draw consumers into its physical outlets  
Pure online players enter the physical space – showrooming is important in Japan  
Overseas players are re-entering Japan with localisation in mind

#### PROSPECTS AND OPPORTUNITIES

Return of inbound tourists should help maintain growth for physical stores  
Incorporating digital features to enhance the customer experience  
Apparel and footwear specialists to move beyond selling apparel and footwear

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## Retail in Japan - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Private label development key for retailers to stay competitive  
New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
Hatsu Uri ("First Sales") at New Year  
Valentine's Day  
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