

# Hosiery in Japan

November 2023

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## Hosiery in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No recovery seen from a hard decline in 2020, for multiple reasons

FamilyMart expands its product range

Numerous collaborations in socks aim to appeal to new consumers

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Offering additional value will be necessary to halt the decline

November 11 is "Socks Day" in Japan, but has little impact

New value added with femtech

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