

Footwear in Japan

November 2023

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Footwear in Japan - Category analysis

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2023 DEVELOPMENTS

Continued growth for footwear in 2023, thanks to the pandemic fading The alignment of apparel and footwear – an opportunity to expand Hyper-heated resale market cools down

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On differentiates itself with a fusion of functionality and premiumisation Aiming to improve wellness for the feet Recovery footwear begins to show a presence

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