



Luxury Goods in Japan

April 2026

Table of Contents

Luxury Goods in Japan

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for luxury goods?

MARKET DATA

Table 1 - Sales of Luxury Goods by Category: Value 2020-2025

Table 2 - Sales of Luxury Goods by Category: % Value Growth 2020-2025

Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025

Table 4 - NBO Company Shares of Luxury Goods: % Value 2020-2024

Table 5 - LBN Brand Shares of Luxury Goods: % Value 2021-2024

Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2025

Table 7 - Forecast Sales of Luxury Goods by Category: Value 2025-2030

Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Japan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury consumers drive growth in experiential luxury through premiumisation

Luxury hotels and foodservice both drive growth in experiential luxury

Increasing demand for bespoke luxury experiences

PROSPECTS AND OPPORTUNITIES

Growing demand for luxury experiences among both domestic consumers and inbound travellers to drive continued expansion

Growth to be driven by luxury developments and experiential offerings

Luxury hotels will adopt eco-friendly initiatives to drive sustainability

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2020-2025

Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Experiential Luxury: % Value 2020-2024

Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024

Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030

Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

Fine Wines/Champagne and Spirits in Japan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation drives growth in fine wines/champagne and spirits through artisanal, award-winning offerings

Premiumisation drives growth in luxury spirits and fine wines/champagne

Fine wines/champagne and spirits maintains a highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Premiumisation and health trend set to drive growth for fine wines/champagne and spirits
Brands set to increasingly focus on sustainability, storytelling, and digital innovation
Growing demand for premium at-home luxury drinking experiences

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025
Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024
Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024
Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025
Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030
Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

Premium and Luxury Cars in Japan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium and luxury car brands boost sales with eco-friendly models and exceptional experiences
Advanced technology and comfort important in premium and luxury cars
Luxury car brands drive growth through electrification and innovation

PROSPECTS AND OPPORTUNITIES

Growing demand for electric and hybrid luxury cars, driven by sustainability initiatives
Manufacturers of premium and luxury cars to drive electrification and offer personalisation
Luxury car manufacturers drive innovation with smart technology and sustainability

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2020-2025
Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2020-2025
Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024
Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024
Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2025-2030
Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

Personal Luxury in Japan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)
Luxury eyewear
Luxury jewellery
Luxury leather goods
Luxury wearables
Luxury timepieces
Luxury writing instruments and stationery
Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Sustainability to drive growth in personal luxury through innovation
Luxury brands to prioritise transparency, inclusivity, and technology in sustainability initiatives
Online and offline luxury retailers to enhance experiential elements to drive sales growth

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2020-2025

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Personal Luxury: % Value 2020-2024

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2021-2024

Table 32 - Distribution of Personal Luxury by Format: % Value 2020-2025

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2025-2030

Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/luxury-goods-in-japan/report.