Euromonitor International

Womenswear in Japan

January 2026

Table of Contents

Womenswear in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Functional textiles and rising number of working women contribute to growth
Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Growth seen for womenswear in 2025, with several key growth drivers
Resale and rental services gain traction among professionals, impacting primary sales
Chart 2 - AnotherADdress.biz Offers A New Format for Workwear Access in Japan
Technological advancements drive innovation in functional textiles
Chart 3 - UV Shields to Sweat Control: Technology Reshapes Womenswear
Inbound tourism drives demand for localised and exclusive womenswear
Chart 4 - Zara’s Japan-Exclusive Collaboration Reflects Inbound Demand for Cultural Immersion

WHAT’S NEXT?

The rising working female population will drive demand for professional attire
Technology expected to reshape womenswear
K-fashion and personal expression set to drive growth
Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Fast Retailing and Shimamura lead with innovative strategies
Strategic acquisition to enhance operational efficiency and innovation

CHANNELS

Offline retail remains dominant as consumers still value tactile experiences
E-commerce poses moderate competition to offline stores

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Japan - Industry Overview

EXECUTIVE SUMMARY

Inbound tourism, tech innovation, and experiential retail drive growth in apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Tourism, functional products, and sports events fuel growth despite challenges
Apparel dominates, but footwear and sportswear see greater dynamism
Chart 7 - Nike's New Collection Introduced for the World Athletics Championships
Inbound tourism drives growth, with Onitsuka Tiger a standout brand
Chart 8 - Onitsuka Tiger Captures Global Attention with Flagship Store
Tech innovation drives growth in functional fashion to address warmer summers
Chart 9 - Yellow Uniqlo Promotes UV Protection Through Transit Hubs

WHAT’S NEXT?

Growth set to continue, with collaborations an important driving force
Functionality, sustainable practices and changing culture likely to impact growth

COMPETITIVE LANDSCAPE

Fast Retailing and Shimamura lead through wide distribution and strong brand recognition
Chart 10 - Analyst Insight
LVMH-backed investment firm acquires Kapital, signalling shift towards niche Japanese labels

CHANNELS

Offline retail remains dominant as many consumers prefer to try before buying
TikTok Shop set to accelerate growth in retail e-commerce

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Japan 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Japan 2025
Chart 14 - Consumer Landscape in Japan 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/womenswear-in-japan/report.