Footwear in Japan - Category analysis

KEY DATA FINDINGS

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

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

CATEGORY DATA
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EXECUTIVE SUMMARY
Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA
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DISCLAIMER

SOURCES
Summary 1 - Research Sources
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