GLOBAL CONSUMER

NSIGHTS

IN JAPAN

SHOPPING TRENDS

 \uparrow = significantly higher in 2025 \downarrow = significantly lower in 2025

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing

Chain/Specialty (In-Store)

Online only store

58% Mass merchant (In-Store)

Top Ways Plan to Shop for Clothing in Next Year









higher-quality, longer-lasting items

Preferred Shopping Method

Browsing Purchasing

53%

40%

Online

40%

59% In-Store

Top Social Media Sources



Use social media as a top source of inspiration

(social media/blogs/vlogs)

Drivers of Consumer Prefrence



Comfort





Comfortable



Cotton Preference

Soft



Authentic





Cotton



Denim



Cotton blends

Prefer Cotton, Cotton blends, or Denim





SUSTAINABILITY \uparrow = significantly higher in 2025 \downarrow = significantly lower in 2025

Changing how shopping for clothing to reduce environmental impact



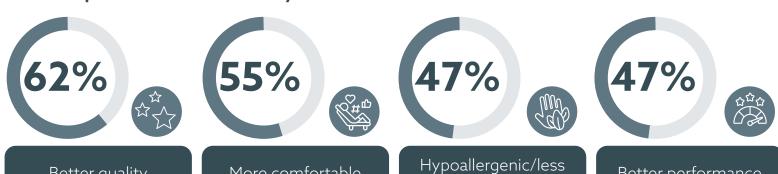
Rely on a sustainability certification or seal to determine if clothing is made in an environmentally friendly manner





Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers



Better quality

More comfortable

irritating to skin

Better performance

% Say Is Safe for the Environment (Top 5 of 11)

