



Euromonitor  
International

# Footwear in Japan

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## Footwear in Japan - Category analysis

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Footwear thrives on comfort and functionality, with continued growth projected

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#### INDUSTRY PERFORMANCE

Consumers prioritise comfort and functionality in footwear

Wellness trend drives demand for functional footwear in Japan

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Inbound tourism fuels sales, with unique designs and cultural authenticity driving sales

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Offline retail remains dominant with enhanced in-store experiences

TikTok Shop social commerce impacts retail e-commerce

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## [Apparel and Footwear in Japan - Industry Overview](#)

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

### KEY DATA FINDINGS

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Tourism, functional products, and sports events fuel growth despite challenges

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Functionality, sustainable practices and changing culture likely to impact growth

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## CHANNELS

Offline retail remains dominant as many consumers prefer to try before buying

TikTok Shop set to accelerate growth in retail e-commerce

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