

Case Study

# Opportunity Assessment in the Women Apparel Market in Japan

## About the Client

- The client is a leading European private equity player, with a diverse portfolio of investments across sectors globally, including financial services, healthcare and manufacturing

## Business Objective

- The client was looking at Japan as a potential market
- They wanted to understand the market, its business dynamics, and also sought guidance on how to approach this market

## Results & Value Add

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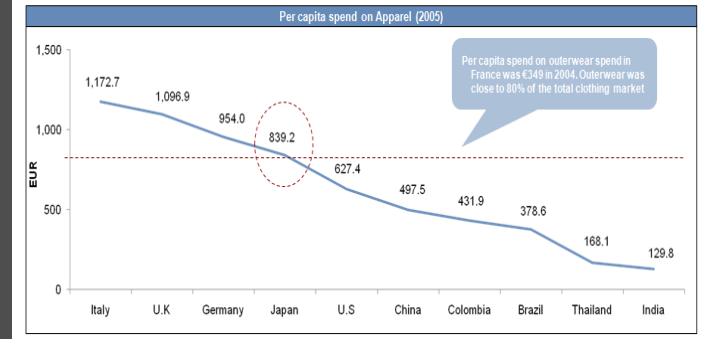
- The inputs from the study enabled the client to understand how to achieve high growth for their brand in a relatively flat market
- Interactions with consumers provided insights on critical activities that need focused attention (such as brand image management, personal/local touch, etc.) to enable a foreign brand to succeed in Japan
- RocSearch also covered the best channels for entry and distribution/retail formats, along with a location assessment of key 'fashion-hubs' to set up shop

# Research Methodology and Approach

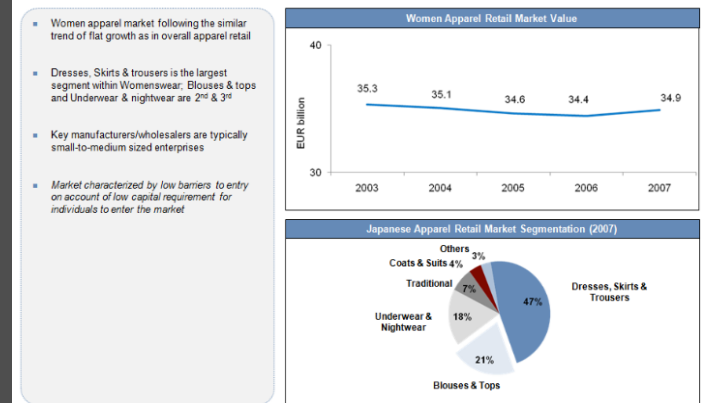
- The team for this assignment combined in-depth primary and secondary research
- We provided key insights on the Japanese market, especially the cyclic nature of the Japanese apparel market, and also presented case examples of the progress and acceptability seen historically for other European brands
- We developed an understanding of the key issues/challenges faced by foreign brands by a unique blend of secondary research and focused group interviews. We also conducted a macroeconomic study highlighting the spend on apparel and the markets' performance during downturns
- Key sources for secondary research were publications by main market players and analysts
- Data from primary and secondary research was collated to prepare a detailed presentation on opportunities in women apparel market in Japan

# Screenshots

... the per capita spend on apparel in Japan is still the 4<sup>th</sup> highest in the world



...dominated by Womenswear; Women's Dresses, Skirts & Trousers the single largest apparel segment in Japan



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## Contact Us

Business Enquiries – [sales@rocsearch.com](mailto:sales@rocsearch.com)

General Enquiries – [info@rocsearch.com](mailto:info@rocsearch.com)

[www.rocsearch.com](http://www.rocsearch.com)