



Experiential Luxury in Japan

October 2024

Table of Contents

Experiential Luxury in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Luxury foodservice drives growth in experiential luxury, thanks to new openings

Armani leads experiential luxury with an award-winning restaurant

Interest in wellness and self-care creates opportunities for players in experiential luxury

PROSPECTS AND OPPORTUNITIES

New hotel openings will support growth for luxury hotels

Government push towards Japan as a tourist nation will change experiential luxury

CATEGORY DATA

Table 1 - Sales of Experiential Luxury by Category: Value 2019-2024

Table 2 - Sales of Experiential Luxury by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Experiential Luxury: % Value 2019-2023

Table 4 - LBN Brand Shares of Experiential Luxury: % Value 2020-2023

Table 5 - Forecast Sales of Experiential Luxury by Category: Value 2024-2029

Table 6 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2024-2029

Luxury Goods in Japan - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2019-2024

Table 8 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 10 - NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 11 - LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 13 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

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/experiential-luxury-in-japan/report.