

Kids' Athletic Footwear in Japan

To effectively market athletic footwear to consumers in Japan, it's important to understand the ages of the consumers you're targeting, as well as where they're shopping and why. **Here is a look at what's happening with athletic footwear for those aged 13 to 18 in Japan.**



Consumers aged 13 to 18 prefer athletic footwear made for kids

3 out of 5 choose athletic footwear designed for kids, rather than footwear for adults. That has grown over the past 2 years.

In this age group, girls are more likely than boys to choose athletic footwear for kids

For both genders, the ratio of kids' products versus adult products continues to grow.



74%

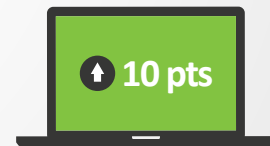
Girls wear kids' athletic footwear rather than adult footwear.



48%

Boys wear kids' athletic footwear rather than adult footwear.

The online sales channel encourages kids' athletic footwear sales



1/3 of athletic footwear for this age group is purchased online, 10 points higher than it was 2 years ago.



The online channel provides more size options designed for kids compared to brick-and-mortar stores, which leads to more purchases of kids' sizes.

Prices for kids' footwear tend to be lower than prices for adult footwear

The combination of low price and the variety of sizes available online means kids' shoes are now more likely to be chosen to wear by this age group than before.

AVERAGE SELLING PRICE OF ATHLETIC FOOTWEAR

¥4,703

Designed for Kids
(excluding infants)

¥6,815

Designed for
Adults

NPD's **Consumer Tracking Service** delivers comprehensive information about actual purchases made by Japanese consumers. Insights include acquisition habits and purchase experiences, consumer profiles, buyer demographics, and more. Discover why leading brands around the world rely on us to help them achieve data-driven growth.

Source: The NPD Group/Consumer Tracking Service, 12 months ending July 2018 compared to 12 months ending July 2016

Learn more about sports footwear and apparel trends in Japan and beyond.
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