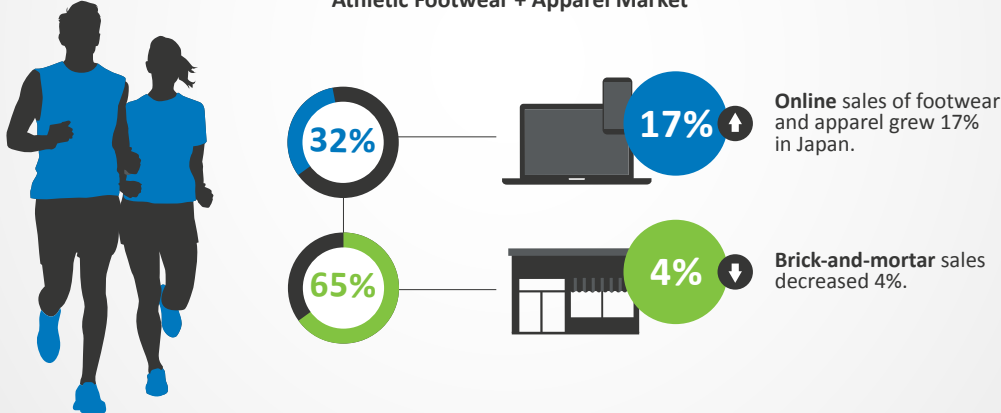


Online Migration: Athletic Footwear and Apparel in Japan

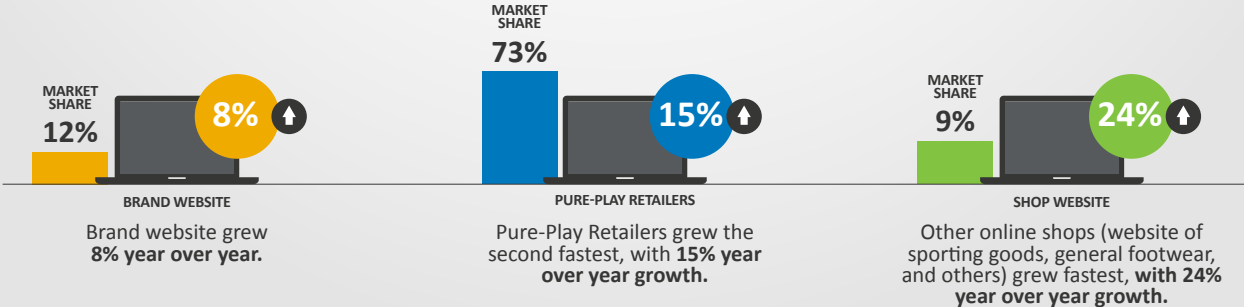
Online shopping for athletic footwear and apparel continues to grow in Japan. However, not all online retail categories are on the same growth path. To get your share, you need to know what’s happening in each category so you know where to direct your focus and attention. **Here is a closer look . . .**

Online shopping rises, and brick-and-mortar shopping slips

Athletic Footwear + Apparel Market



Among online purchases, pure-play retailers are in the lead. Shop website is growing fastest.



The NPD Group’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 make decisions with confidence.

Source: The NPD Group/Consumer Tracking Service, 12 months ending March 2018

Learn more about Japan sports footwear and apparel trends.
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