
Japan - Survey on fashion

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Introduction



The importance of sustainability to a business is real and cannot be overstated. Companies in all sectors across the world are refining their sustainability strategy and how value can be added to the business, customers and society.

As such, Rakuten Insight investigated Japanese consumers' attitudes and behaviours towards sustainability in fashion, by asking 1,000 consumers from their own proprietary panel in Japan.

A few key findings emerged:

- A key impact of the pandemic has been an increase in purchasing fashion items online.
- Although Instagram and social media has a clear role in providing the latest fashion information, the emotional benefits provided by visits to store displays and fashion magazines remain strong in Japan.
- The role of the younger generation in promoting a more sustainable society will be critical, especially in Japan.

Read on for the details!

Willingness to purchase sustainable fashion items and regular fashion items

■ Sustainable fashion items
 ■ Somewhat sustainable fashion items
 ■ Somewhat regular fashion items
 ■ Regular fashion items

Overall



People in their 20s



People in their 30s



People in their 40s



People in their 50s



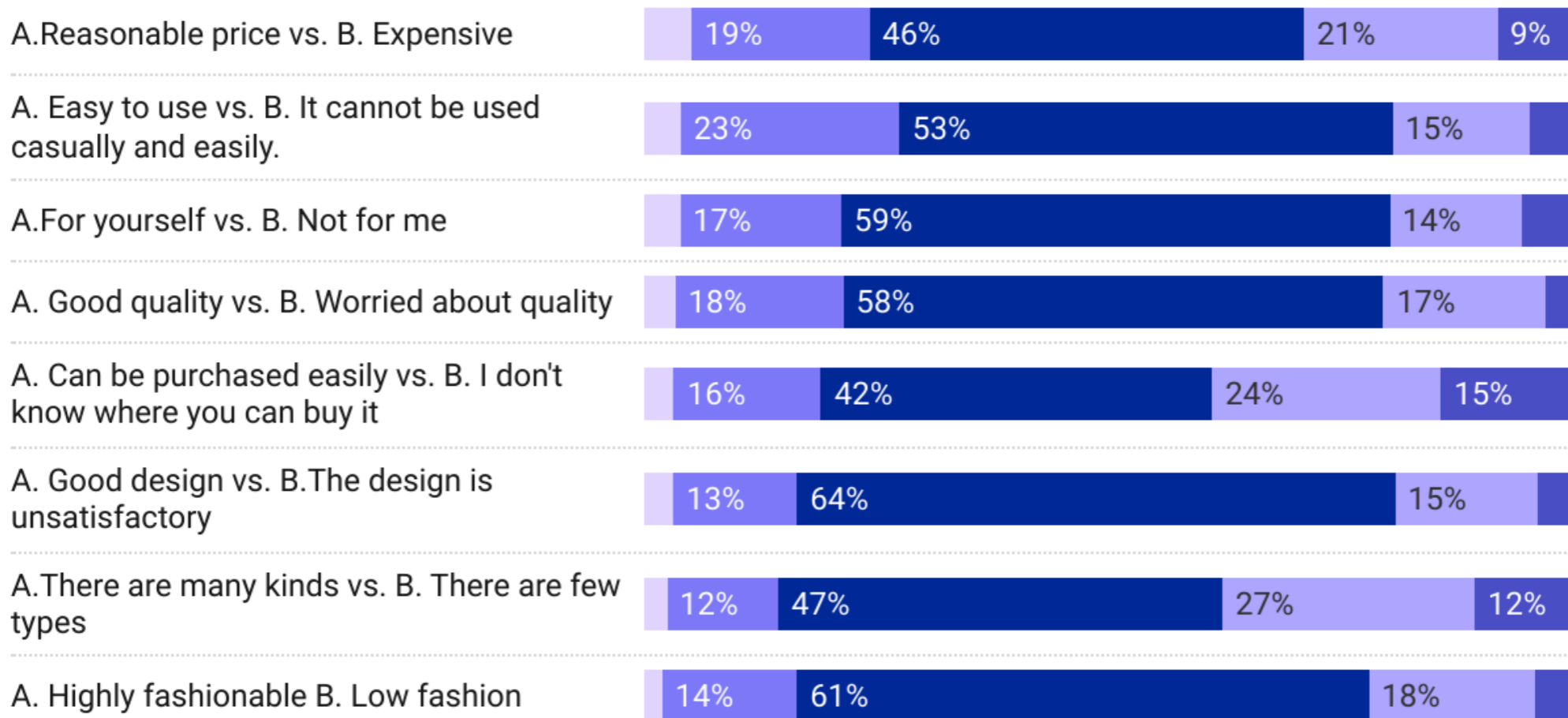
People in their 60s



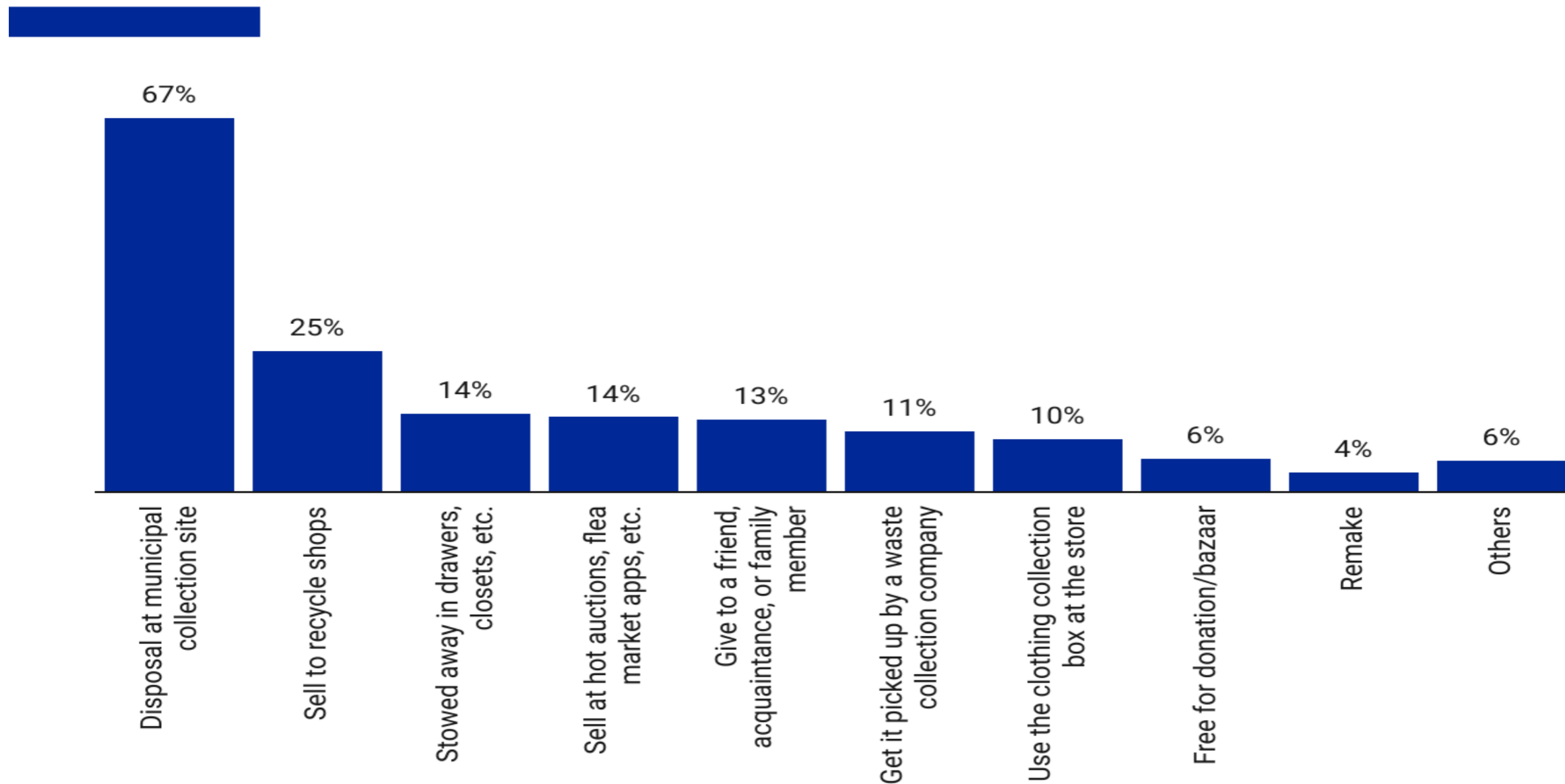
Base: 1,000

Image of sustainable fashion items

Close to A
 Rather close to A
 Can't say
 Rather close to B
 Close to B



How to dispose of the clothing you no longer wear?



Disposal of clothing x age



	Disposal at municipal collection site	Sell to recycle shops	Stowed away in drawers, closets, etc.	Sell at hot auctions, flea market apps, etc.	Give to a friend, acquaintance, or family member	Get it picked up by a waste collection company	Use the clothing collection box at the store	Free for donation/bazaar	Remake	Others
Male 20s	52%	32%	17%	17%	18%	15%	9%	11%	11%	8%
Male 30s	67%	24%	10%	11%	13%	11%	8%	3%	2%	3%
Male 40s	65%	18%	12%	11%	9%	9%	9%	7%	5%	9%
Male 50s	71%	17%	11%	3%	5%	15%	6%	3%	5%	7%
Male 60s	81%	12%	12%	3%	3%	8%	4%	5%	0%	7%
Female 20s	56%	33%	12%	31%	26%	7%	11%	5%	3%	0%
Female 30s	62%	39%	10%	21%	11%	6%	12%	5%	5%	2%
Female 40s	76%	34%	19%	21%	21%	7%	19%	9%	3%	4%
Female 50s	68%	24%	21%	14%	14%	14%	6%	6%	4%	6%
Female 60s	69%	25%	16%	9%	14%	17%	11%	8%	1%	7%

Importance of fashion scenes



When going out on a date

72%

When going out with friends of the same sex

62%

When going out with friends of the opposite sex

66%

When going out with a spouse/partner

63%

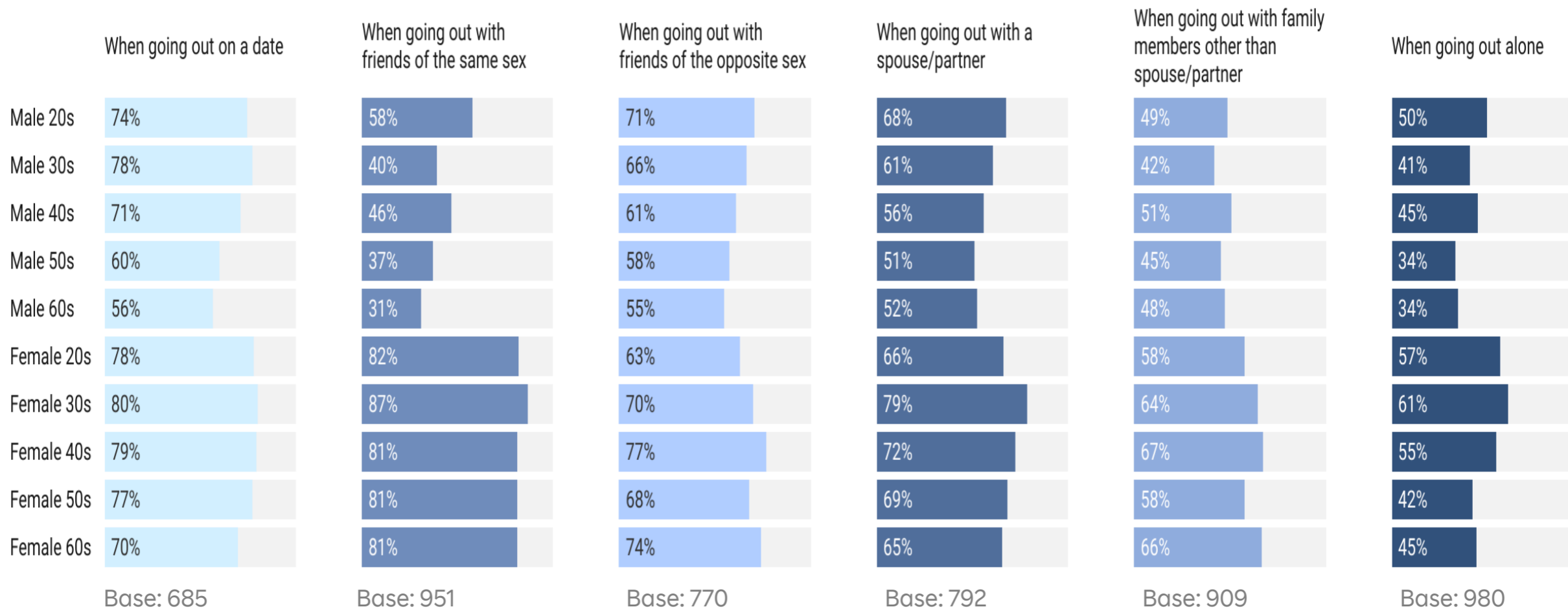
When going out with family members other than spouse/partner

55%

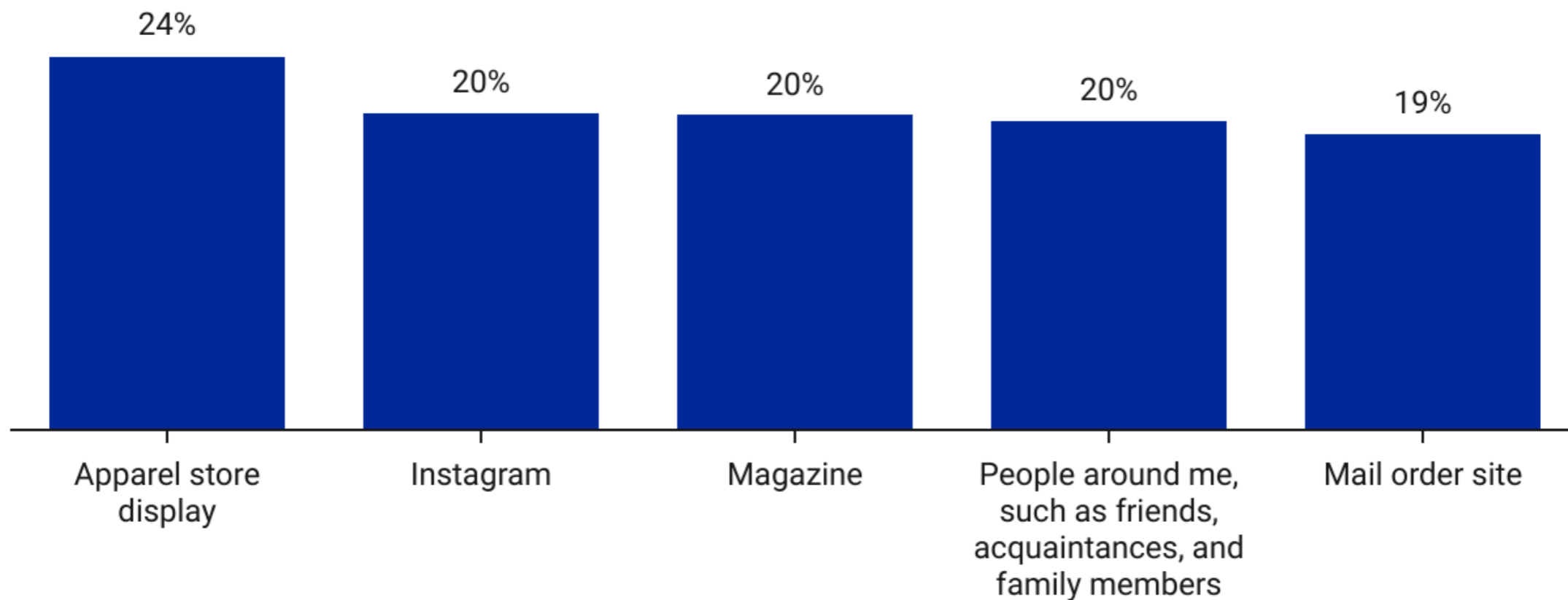
When going out alone

46%

Importance of fashion scenes x age



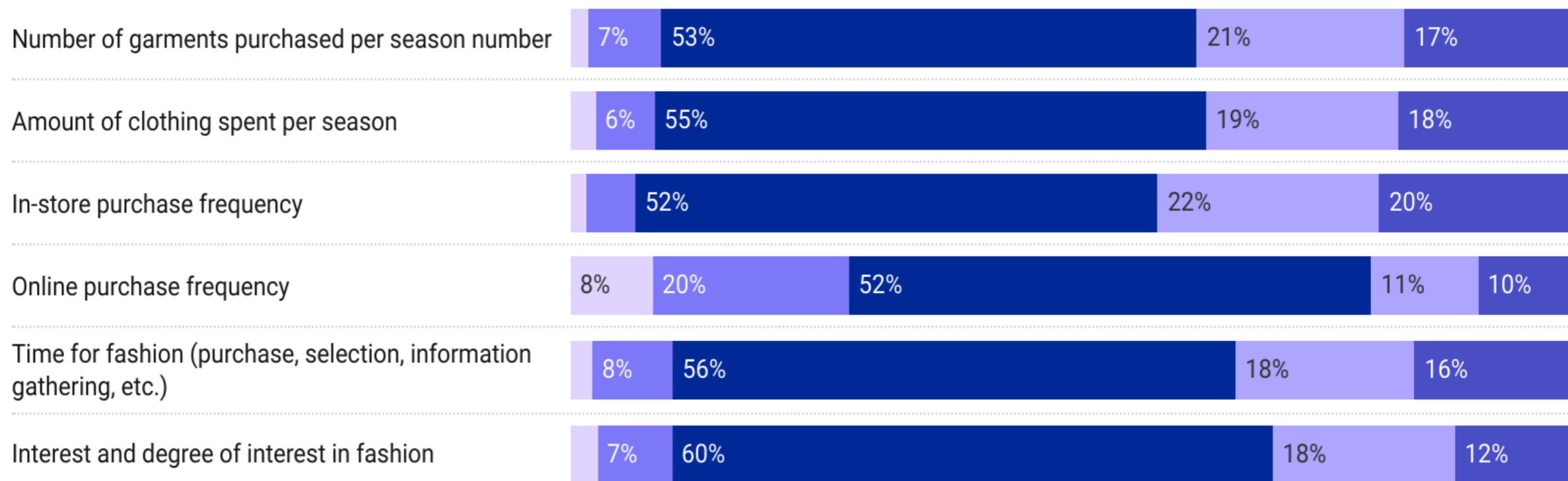
Top sources of information



Changes in the level of interest in fashion during COVID

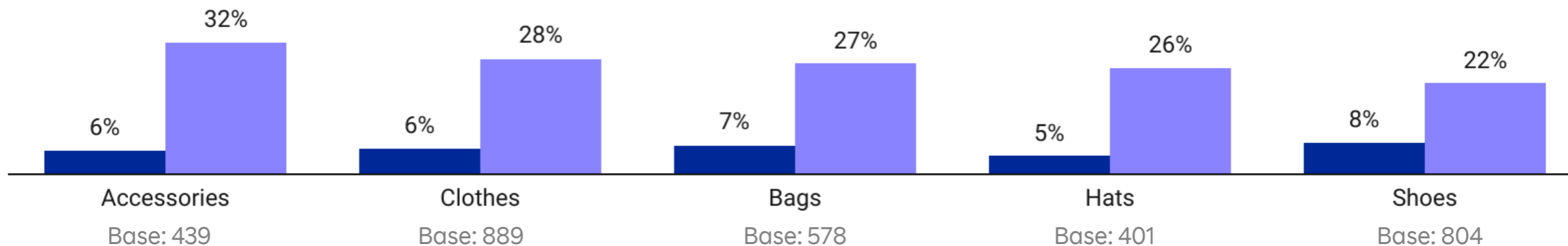


Increased
 Slightly increased
 No change
 Slightly decreased
 Decreased



Changes in the frequency of purchase of fashion items due to the increase in grocery prices after 2022

■ Increased ■ Decreased



About us

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



China
3,700,000



Hong Kong
110,000



India
1,600,000



Indonesia
1,100,000



Japan
2,200,000



Malaysia
480,000



Philippines
570,000



Singapore
115,000



South Korea
680,000



Taiwan
270,000



Thailand
750,000



United States
3,000,000



Vietnam
550,000

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