

Sports Goods Market in Japan

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Sports Population in Japan

Ranking	Type of Sport	Number of Players in 2011 (Thousands)
1	Walking • Exercise	40172
2	Bowling	14621
3	Swimming	12030
4	Machine Training	11243
5	Jogging & Marathon	10956
6	Climbing & Hiking	10457
7	Cycling	10110
8	Fishing	9281
9	Golf	9240
10	Baseball	8122
11	Soccer & Foot Sal	6375
12	Ski • Snow Board	6043
13	Badminton	5426
14	Table Tennis	5121
15	Tennis	4750
16	Volley Ball	4558
17	Basket Ball	3950
18	Soft Ball	3538
19	Gate Ball	788
20	Kendo	779
21	Judo	603
–	Others	6696

Sports Goods Market Size

- Total Market Size in 2016 was JY 1,455 Billion, 2.6% Increase from 2015

	Item	Amount :Billion JY	Share in Total 100%
1	Sports Shoes	264.6	18.5%
2	Golf Goods	262.8	18.4%
3	Outdoor Goods	191.8	13.4%
4	Athletic Wear	179.9	12.6%
5	Fishing	132.2	9.3%
6	Baseball&Softball	73.6	5.2%
7	Soccer&Futsal	64.7	4.5%
8	Tennis	58.4	4.1%
9	Ski&Snowboard	43.1	3.0%

10	Cycle Sports	43.0	3.0%
11	Basket Ball	23.0	1.8%
12	Swimming	23.0	1.6%
13	Fitness	15.1	1.1%
14	Badminton	14.4	1.0%
15	Table Tennis	11.9	0.8%
16	Martial Arts	11.7	0.8%
17	Volley Ball	10.6	0.7%

Market Trend

- Positive Factors

- Very Health Conscious Society >>> Expansion of Light/Senior Sports Market. (Walking, Jogging, Fitness, Cycling, Hiking etc.)
- Large Sports Events : Rugby World Cup in Japan(2019), Tokyo Olympic(2020)
- Emerging of World Top Ranking Players:
ex.) Nishikori(Tennis), Matsuyama(Golf), Otani(MLB)

- Negative Factor

- Decrease in Total Population
- Decrease in Number of Students, which reflects on Shrinking School Sports
- Aged Society

- Overall View

- Moderate Growth is Expected toward Tokyo Olympic

Sports Goods Industry Players in Japan

1. Manufacturer

- Two types ①Manufacturing its own brand and sell to wholesalers and retailers, ②OEM for other overseas/domestic makers brands.
- Major players: ASICS, MIZUNO,GOLDWIN, YONEX, MORTEN, MIKASA, SRI SPORTS(DUNLOP), BRIDGESTONE SPORTS.

2. Export/Import Trader

- Import trading of overseas brands and sell to wholesalers and retailers, also import/export of parts and materials.
- Major players: NIKE JAPAN, ADDIDAS JAPAN and other traders.

3. Wholesaler

- Sell overseas and domestic brands to retailers. Some companies manufacture their own brands.
- Major players: ZETT,SSK,ASICS TRADE, ZANAX,MORTEN,IMOTO

4. Retailer

- Run retail shops, Major players: VICTORIA,ALPEN, HIMARAYA,NIKI GOLF, TSURUYA GOLF,B&D.
- More than 10,000 family run shops/retailers in Japan.

Players Sales Ranking

	Company	Sales in B.JY	Share
1	ASICS	428.4	38.8%
2	MIZUNO	196.0	17.7%
3	DESCENT	135.7	12.3%
4	GLOBERIDE(DAIWA)	79.0	7.2%
5	DUNLOP SPORTS	78.1	7.1%
6	SHIMANO	64.2	5.8%
7	GOLDWIN	59.7	5.4%
8	YONEX	54.1	4.9%
9	ENDO CO.LTD	4.3	0.4%
10	GRAPHITE DESIGN	2.7	0.2%

Thank you !



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