

Case Study

**Opportunity Assessment of the Japanese
Women Apparel Market**



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About the Client



- An European private equity player, with a diverse portfolio of investments across sectors globally
- The portfolio includes financial services, healthcare and manufacturing sectors

Client Objectives / Goals



- The client wanted to understand the business dynamics of the Japanese women apparel market
- They sought RocSearch's guidance on how to approach this market

Approach and Methodology

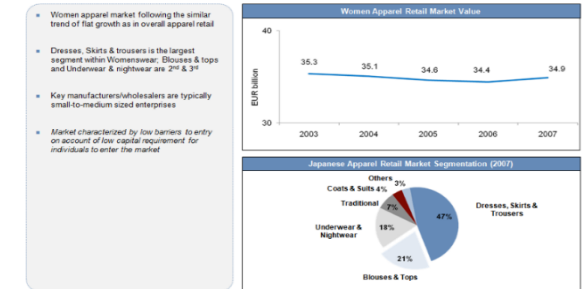


- The team gathered insights on the Japanese apparel market (particularly, its cyclic nature). They presented case examples of the progress and acceptability witnessed historically for other European brands
- An analysis of the key issues/challenges faced by the foreign brands was conducted through a unique blend of secondary research and focused group interviews
- RocSearch conducted a macroeconomic study, highlighting the spend on apparels and the market performance during downturns

Sample Output



...dominated by Womenswear; Women's Dresses, Skirts & Trousers the single largest apparel segment in Japan



Results / Value-add



The inputs helped the client understand how to achieve high growth in a relatively flat market

The study provided insights on critical activities to enable a foreign brand to succeed in Japan and the best channel for entry and distribution