

The 37th International Footwear Conference in Bangkok

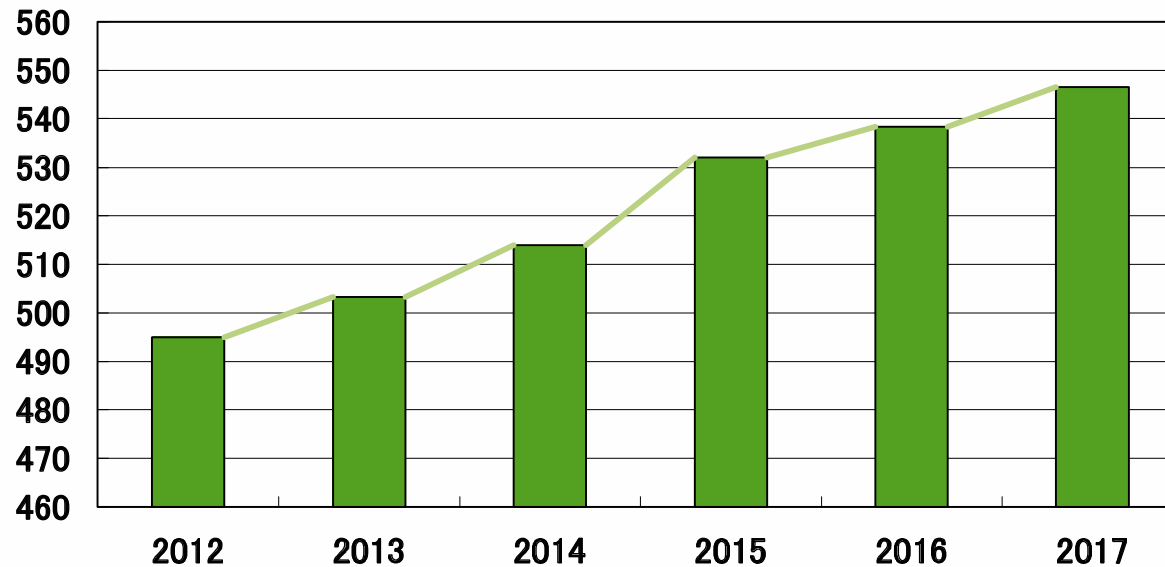
The Report of Japanese Footwear Industry in 2017

Japan Footwear Federation

Sep. 2018

Japanese Economy

» GDP



Unit: trillion JPY

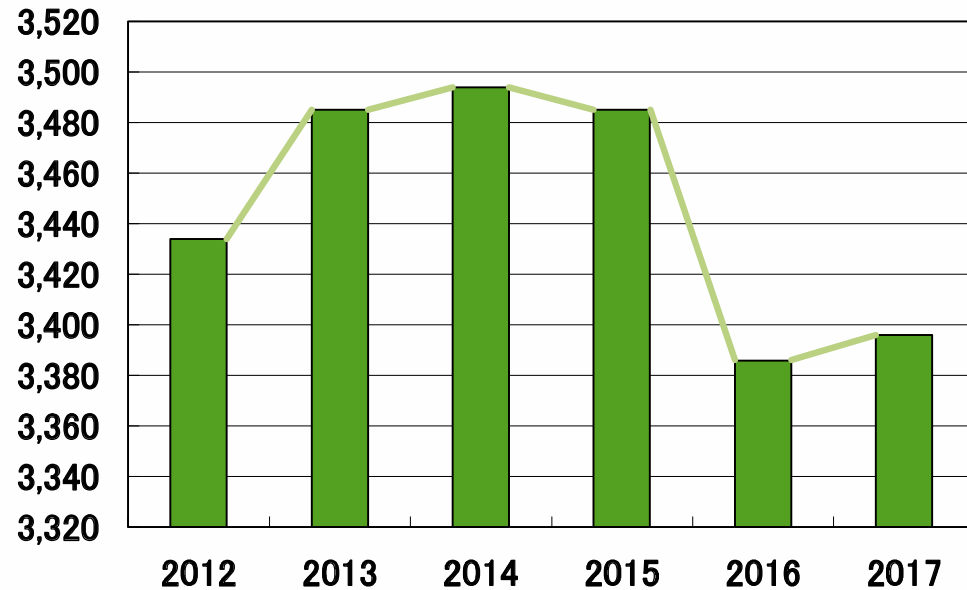
Year	2012	2013	2014	2015	2016	2017	2018
GDP	495.0	503.2	513.9	532.0	538.4	546.5	555.6
Growth Rate%	0.7	1.7	2.1	3.5	1.2	1.5	1.7

(Data is from Japanese government. The data of 2018 is by estimate.)

Japanese Economy

► Consumption Per Family

2.98 lives (average)



Unit: 1,000 JPY

Year	2012	2013	2014	2015	2016	2017
Consumption	3,434	3,485	3,494	3,448	3,386	3,396
Growth Rate	1.1%	1.5%	0.3%	-1.3%	-1.8%	0.3%

(Data is from Japanese government)

Footwear Industry in 2013~2017

Unit: 1,000 pairs

Year	Domestic Production	Import	Total
2013	61,666	629,008	690,674
2014	59,754	645,105	704,859
2015	55,948	639,272	695,220
2016	54,713	637,548	692,261
2017	52,804	651,257	704,059

(Data is from JFF)

Import Data in 2017 (countries)

Countries	Quantity (total)		Amount (total)		Average Price	
(region)	thousand pairs	previous year %	million Yen	Previous year %	Yen	Previous year %
All countries total	651,257	102.2	567,541	101.2	871	99.0
EU total	7,114	91.1	57,217	97.7	8,043	107.2
ASEAN total	111, 871	110.3	191,316	108.5	1,710	98.3
China	522,236	100.9	296,245	98.2	567	97.4
Vietnam	59,553	113.2	104,360	109.8	1,752	97.0
Thailand	1,677	100.0	3,803	105.6	2,267	105.6
Indonesia	27,577	104.5	44,668	105.9	1,620	101.3
Cambodia	11,909	101.9	22,167	98.6	1,861	96.8
Bangladesh	3,461	82.3	8,198	84.2	2,369	102.3
Myanmar	9,154	130.5	13,555	127.7	1,481	97.9

(Data is from JLIA)

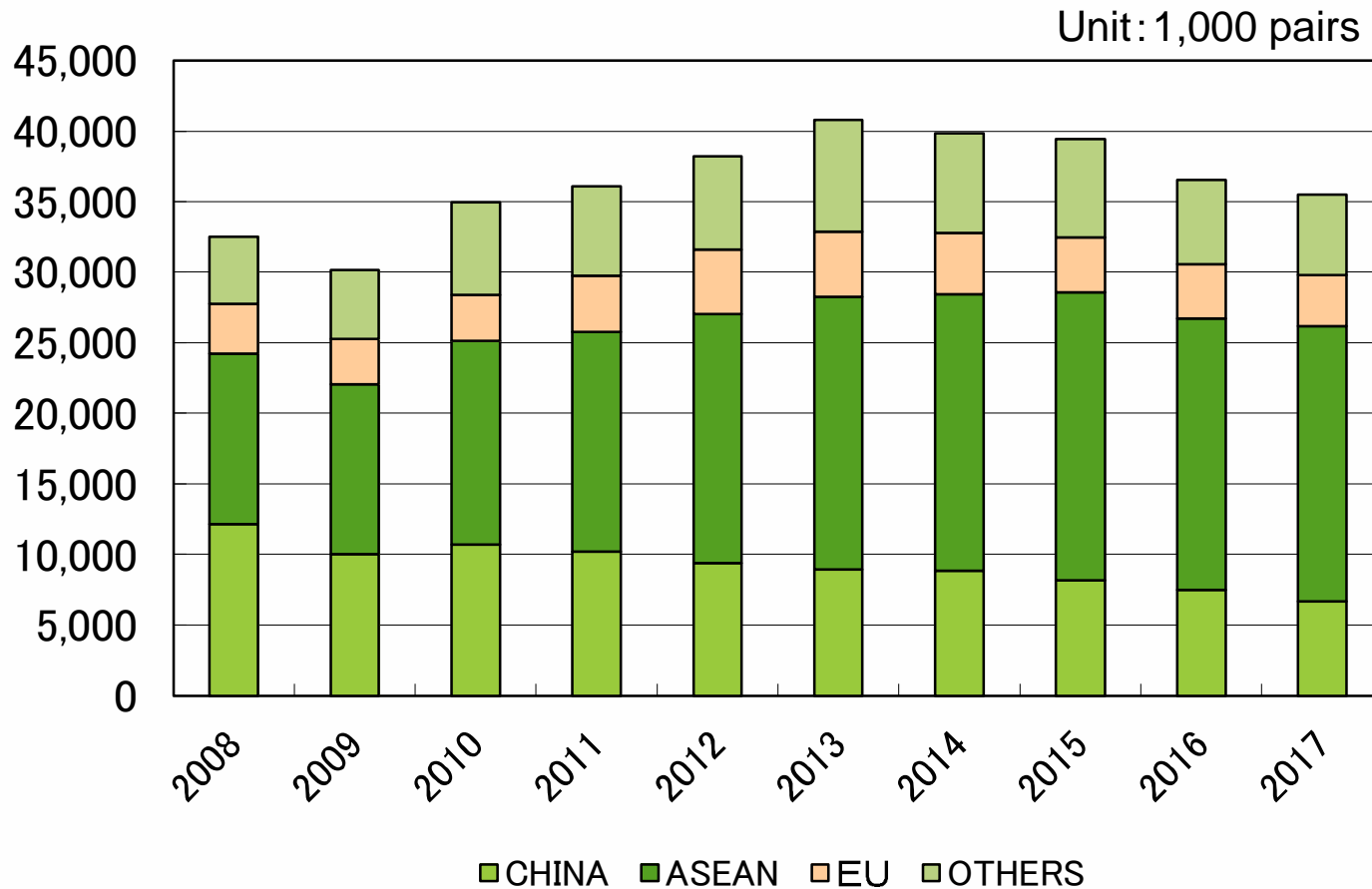
Import Data in 2017 (items)

Items	Quantity (total)		Amount (total)	
	thousand pairs	previous year %	million Yen	previous year %
Leather shoes	35,476	97.0	134,979	96.9
Canvas shoes (rubber sole)	42,793	113.1	74,003	115.5
All rubber shoes	20,148	92.1	15,524	97.1
JIKATABI	2,070	97.0	1,505	100.8
Plastic shoes	132,936	92.8	127,539	93.6
Plastic sandal	53,621	102.6	27,065	96.6
Others	364,212	106.0	186,926	106.3
Total	637,548	99.7	560,982	89.8

(Data is from JLIA)

The Transition of The Import Data

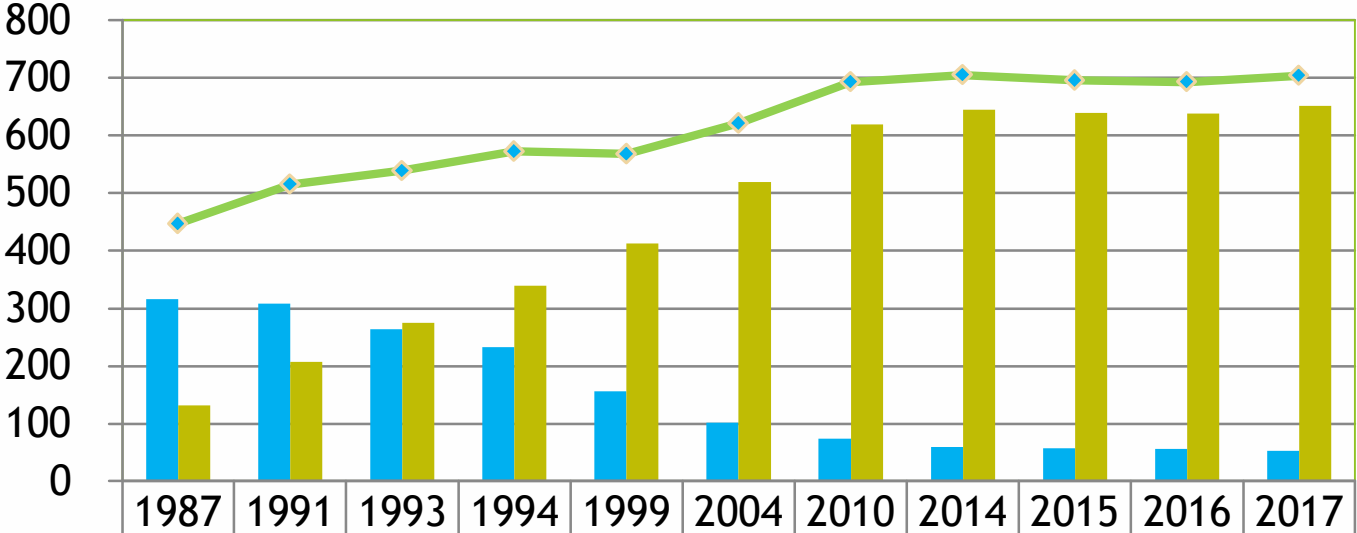
Leather Shoes



(Data is from JLIA)

Domestic Products & Imports

Unit: million pairs



	1987	1991	1993	1994	1999	2004	2010	2014	2015	2016	2017
Domestic Products	316	308	264	233	156	102	74	60	57	56	53
Imports	131	207	275	339	412	519	619	645	639	638	651
Total	447	515	539	572	568	621	693	705	696	693	704



Market of Footwear in Japan

Year	2013	2014	2015	2016	2017
Footwear Markets (1,000 pairs)	690,674	704,859	695,220	692,261	704,059
Population (1,000 persons)	127,414	127,237	127,095	126,933	122,695
Personal Consumption (pairs)	5.4	5.5	5.5	5.5	5.7

(Data is from Japanese government)

Material cost & Status of Salary

Material Cost of Rubber			Unit: JPY/kilogram	
	2015	2016	2017	
Natural rubber RSS 3	188	178	195	
Vinyl chloride resin	149	154	175	

Material Cost of Leather			Unit: 1,000JPY/1,000dm ²	
	2015	2016	2017	
Cattle Hide	45	41	43	
Kip & Calf	75	77	71	
All Cowhide	45	42	44	
Pig, Horse, Goat & Sheep	23	26	33	

Status of Salary of Footwear Manufacturer's					Unit: JPY
2012	2013	2014	2015	2016	
2,912,228	2,848,890	2,889,048	2,601,041	2,928,126	

(Data is from Japanese government)

The Top 3 of Department Store in Japan

1. Isetan Mitsukoshi Holdings Sales: 1,287 billion JPY (2016)

Isetan (伊勢丹) Department Store,
Mitsukoshi (三越) Department Store, etc.

2. J. Front Retailing Sales: 1,164 billion JPY

Daimaru (大丸) Department Store,
Matsuzakaya (松坂屋) Department Store, etc.

3. Takashimaya Company, Limited Sales: 930 billion JPY

Takashimaya (高島屋) Department store

The Big 3 of Footwear Retail Chain Store in 2017

1. ABC-Mart, INC.

ABC Mart shoe store, **938** stores,

Gross Sales: 178,930 million JPY, Employee:8,129

2. Chiyoda Co., Ltd

Shop Chiyoda, Tokyo Shoes Retailing Center, Shoe Plaza, etc.

1,055 stores,

Gross Sales: 103,290 million JPY, Employee: 1,445

3. GFoot Co., Ltd

ASBee, Green Box, Nustep, etc. **887** stores,

Gross Sales: 102,224 million JPY, Employee: 5,545

(Data is from “Shoes Post”, the footwear trade paper)

FUN
+
WALK
PROJECT

IFC2018, Bangkok

FUN+WALK PROJECT started

In March 2018, the Minister of Sports Agency has inaugurated FUN+WALK PROJECT to enhance the level of peoples' health, while focusing walking.

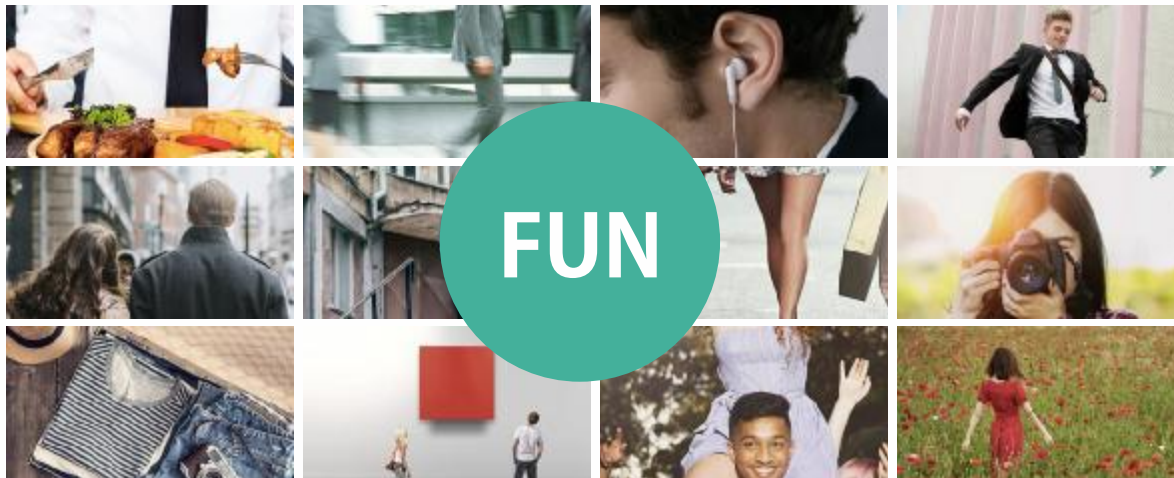


Daichi Suzuki, Minister of Sports



What is FUN+WALK PROJECT ?

Walking is easy to take into daily life.
Walk with fun and get more physical activity amount.
Walk with fun, wearing easy fashion and sportive footwear,
incorporating in daily life.



One of the background

-- emergence of people unable to return home --



In 2011, the time of the bad earthquake occurred in the east part of Japan, people who could not return home in Tokyo area counted over 5 million.

They had to come home by walk in the situation all the transportation stopped.

Major objective

-- Lack of exercise in all generation --



80% of office workers in the age of thirties and forties feel that they lack of exercise.

It is recommended to have exercise during their commuting time by increasing walking time.

What's FUN+WALK PROJECT

グルメ +WALK

歩いた分だけ、きっとごはんもお酒もおいしくなる。
朝飯だって、つきにくくなる。
ランチタイムや帰り道に「歩く」を足して、
とっておきのおいしい！をみつけよう。



Gourmet

Business

仕事 +WALK

知ってますか？ 歩くほど、
脳に酸素が回って、脳の回転が速くなること。
通勤やオフィスワークに「歩く」を足して、
あなたの仕事効率を上げよう。



ショッピング +WALK

本当にほしいものなんて、
出会ってらなければわからない。
ショッピングに「歩く」を足して、
運命の何かと出会おう。



Shopping

Beauty

美容 +WALK

歩くと、血行が良くなる。
むくみがとれる。美肌効果も期待できる。
これまでの美容習慣に「歩く」を足して、
もっとキレイになっちゃおう。



What's FUN+WALK PROJECT

Fashion



ファッション +WALK

歩きやすい格好なら、
履つき閉るく、仕事もはかどる。
あなたの好きなファッションに「歩く」を足して、
もっと前向きな自分になろう。

デート +WALK

歩きながら話すと、会話も弾む。心も弾む。
デートに「歩く」を足して、
ふたりの距離をもっと縮めよう。



Date

Art



アート +WALK

美術館や博物館、
あるいは漫画やアニメの聖地へ。
大好きなアートに「歩く」を足して、
もっと大きな感動に出会おう。

旅行 +WALK

電車や、バスや、車だけでは、
いけない場所がたくさんある。
あなたの旅行に「歩く」を足して、
もっと特別な思い出をつくろう。



Travel

FUN+WALK STYLE



Walking easier to formal business.

*Wearing comfortable shoes and clothes to go to work.
(Such as stretchable clothing, sneaker, ruck sack etc.)*

FUN+WALK STYLE



Promotion for local governments and private companies

Ministry of Sports induces local governments and private companies to take part in the FUN + WALK Project.



Daimaru Matsuzakaya Department Store



Fukushima Prefecture

Example – KAO Corporation



GENKIプロジェクト
花王グループ
ヘルシア
ウォーキング
チャレンジ
2018

もつと楽しく！
歩く
を

2018年
チャレンジ
期間 4/1日～6/30日
91日間のチャレンジです

2018年
エントリー
期間 3/5日から
4月27日(金)まで

FUN+WALK
スポーツ庁
「FUN+WALK PROJECT」に参加しています。
http://www.mext.go.jp/aerofa/b_menu/hoosou/25/10/1395838.htm

下記の3つの目標の中から
1つ選び、達成された方に
達成賞(ヘルシア24本)
プレゼント！
賞が拡くはお楽しみ！

- 1万歩以上歩いた日が合計60日以上
- 1日の平均歩数が1万歩以上
- 体重と歩数を60日以上記録する

ヘルシア

Encourage active walking by commuting with easy-to-walk clothes and sneakers.
Have walking events titled ‘Healthy walking challenge’ among employees and families.

Example – SOMPO Holdings



Walk 10,000 steps a day
Develop the original application to support enhancement of individual health to declare 'Health Support Company'.

Example – Teijin Limited

TEIJIN



Walking Competition

A month in the year, all employees participate in Walking Competition.

They compete walking steps, distance as well as comments in the form of diary while walking such as new information, picture or attractive experiences.

This event also aims at mutual communication among employees, and opportunities to improve lifestyle habits.

Application Form

<https://funpluswalk.jp/>



URL: <https://krs.bz/walkjp/m?f=10>



ขอบคุณ ครับ

Thank you!

ありがとうございます