

The Sustainable Fashion in Japan

March 10, 2022

Environmental Load Inflicted During the Process from Material Procurement to Production of Clothing

CO₂ emissions

Water consumption

About **90,000** kilotons

About **8.3** billion cubic meters



<Emissions by Production Phase>

Equivalent amounts per piece of clothing:

CO₂ emissions

Water consumption



About **25.5** kilograms



About **2,300** liters

Plastic drink bottle (500 milliliter)

Bathtub



Equivalent of amount emitted in manufacturing: about **255** bottles

Equivalent of amount of water that fills about **11** bathtubs

Purchasing materials



44,559 kt
(49.5%)

14,180 kt
(15.7%)

Spinning



Coloring



26,695 kt
(29.6%)

Cutting/sewing



3,628 kt
(4.1%)

Transporting



1,028kt
(1.1%)

Source: Ministry of the Environment website <https://www.env.go.jp/policy/sustainable_fashion/index.html>

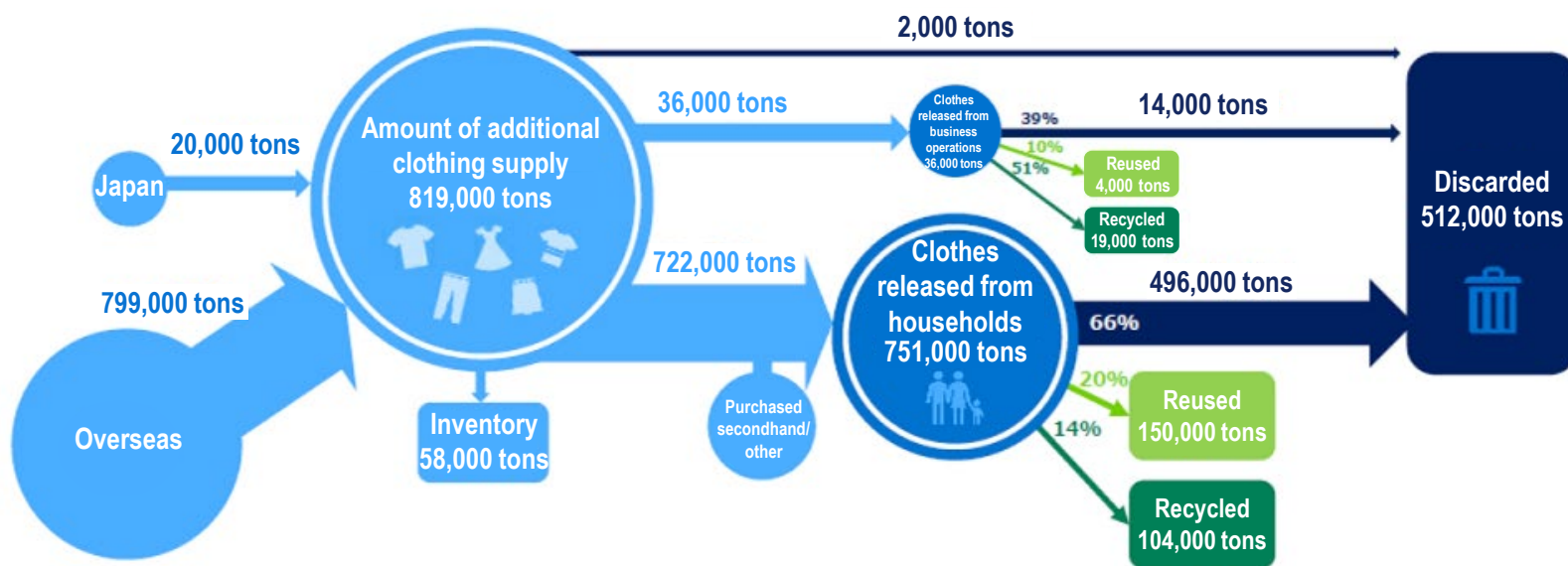
Ministry of the Environment FY2020 Research Work on Fashion and Environment: Research Results of "Fashion and Environment"

Flow of Clothing Materials in Japan

Flow of clothing materials: summary

- In Japan, the amount of additional clothing supply totaled 819,000 tons (2020), 799,000 tons of which was imported.
- Clothing discarded by businesses totaled 14,000 tons.
- Total discarded amount reached 512,000 tons; recycled amount totaled 123,000 tons; reused amount totaled 154,000 tons.

Flow of clothing materials in fiscal 2020



Source: The Japan Research Institute, Limited

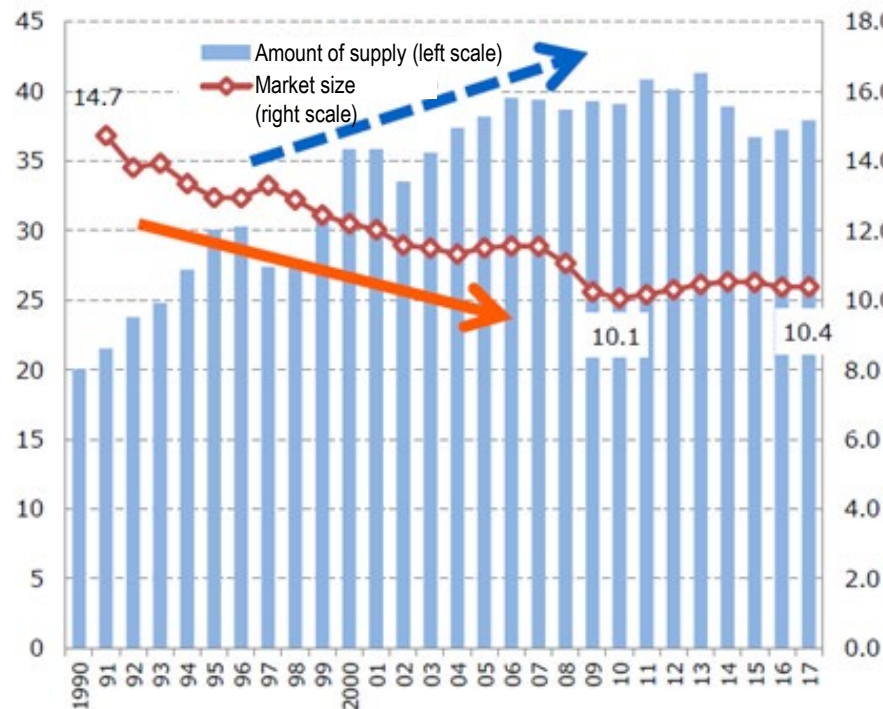
Fashion Industry in Japan

- The size of the Japanese apparel market has shrunk to be worth about 10 trillion yen, down from about 15 trillion yen during the economic bubble period in the country, but the supply volume has nearly doubled to about 4.0 billion pieces, up from 2.0 billion pieces over the same period.
- The average unit purchase price and unit import price of clothing items have both fallen to about 60% of the levels in 1991.

(in hundred million pieces)

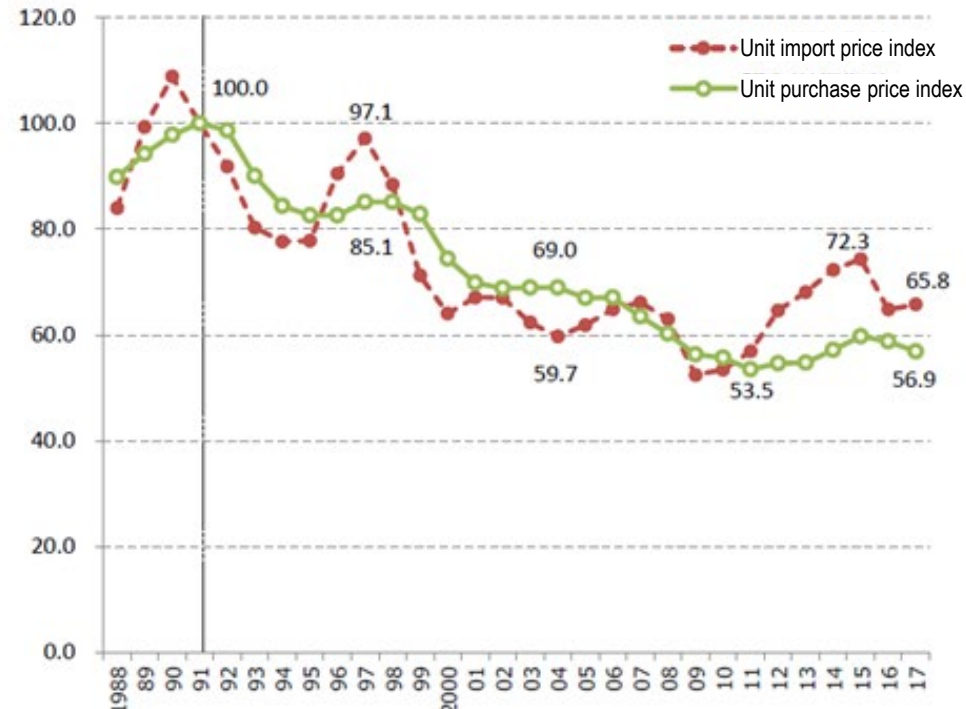
Historic volume of apparel supply and market size in Japan

(in trillion yen)



Source: "Amount of supply" = Current production statistics compiled by the Ministry of Economy, Trade and Industry and trade statistics compiled by the Ministry of Finance
 "Market size" = "Textile White Book" by Yano Research Institute *Including kimono and traditional Japanese accessories

Historic unit purchase price and unit import price of clothing

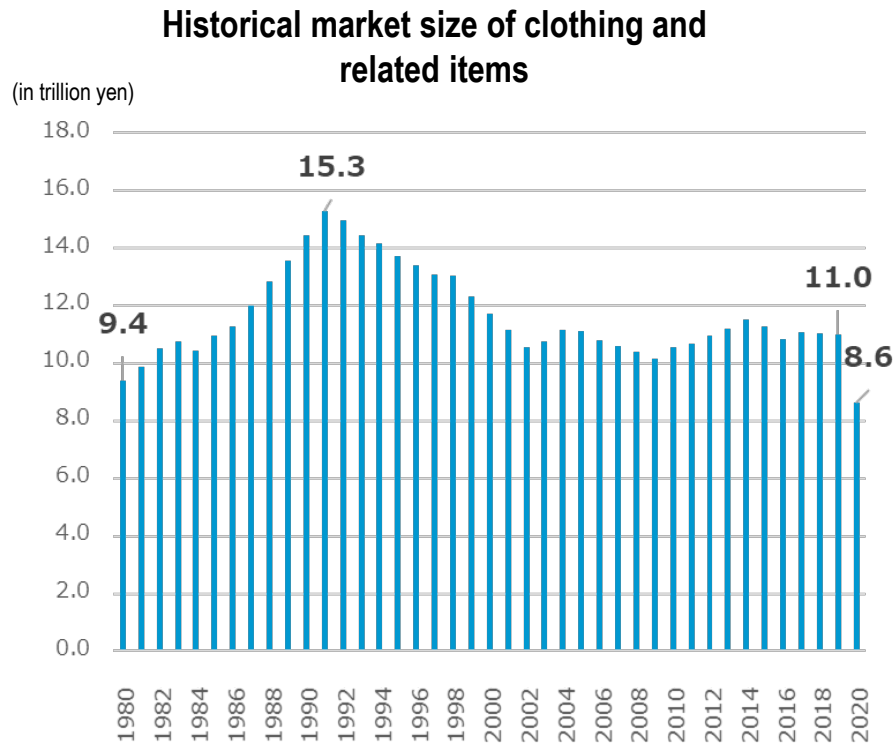


Source: "Unit purchase price index" and "Unit import price index" calculated using data from the family income and expenditure survey compiled by the Ministry of Internal Affairs and Communications and trade statistics compiled by the Ministry of Finance, respectively
 *Levels in the base year of 1991 set to 100.

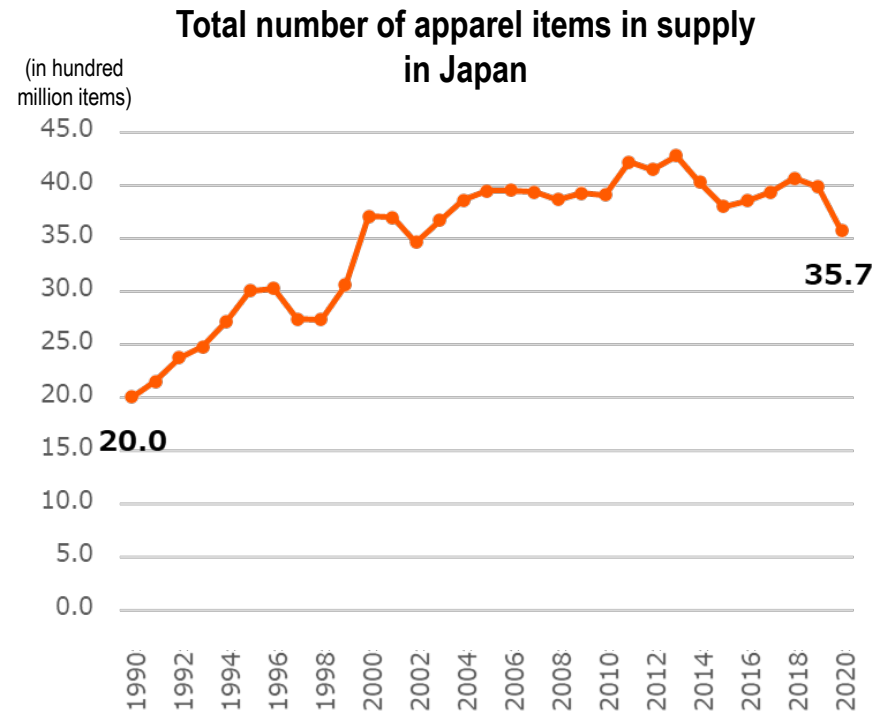
Source: "Issues of the Textile Industry and METI's Initiatives," January 17, 2020, Lifestyle Industries Division, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry

Fashion Industry in Japan

- The market size of clothing and related items in Japan led a downtrend in the 1990s and has remained largely flat since the 2000s. The market was heavily impacted by the new coronavirus pandemic in 2020.
- The number clothing items in supply in Japan, which totaled 2 billion in 1990, has since grown more than 50% by 2020.

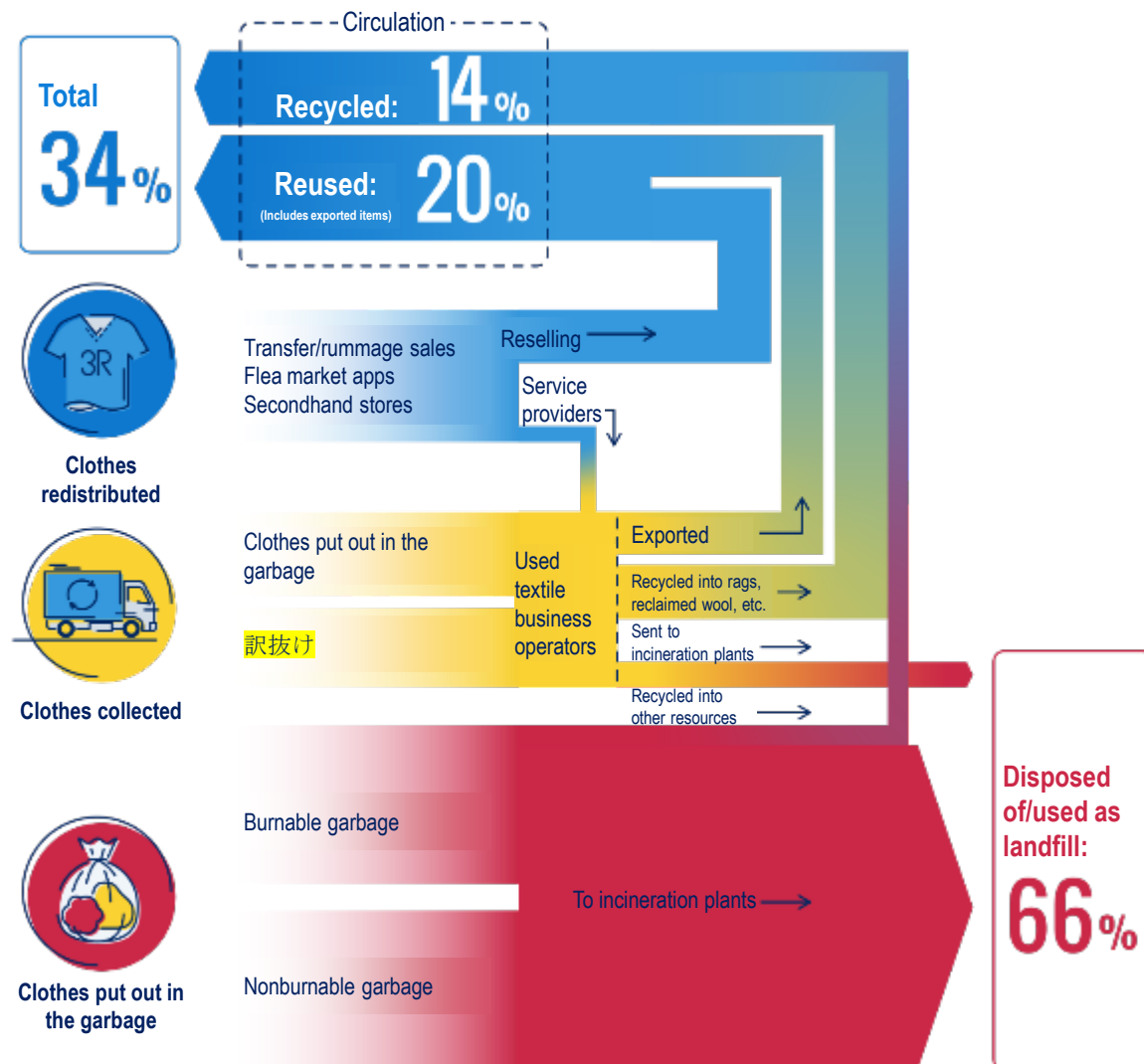


*Note: Figures are combined totals of retail sales of fabrics, clothes and personal items
Source: Monthly Report on the Current Survey of Commerce

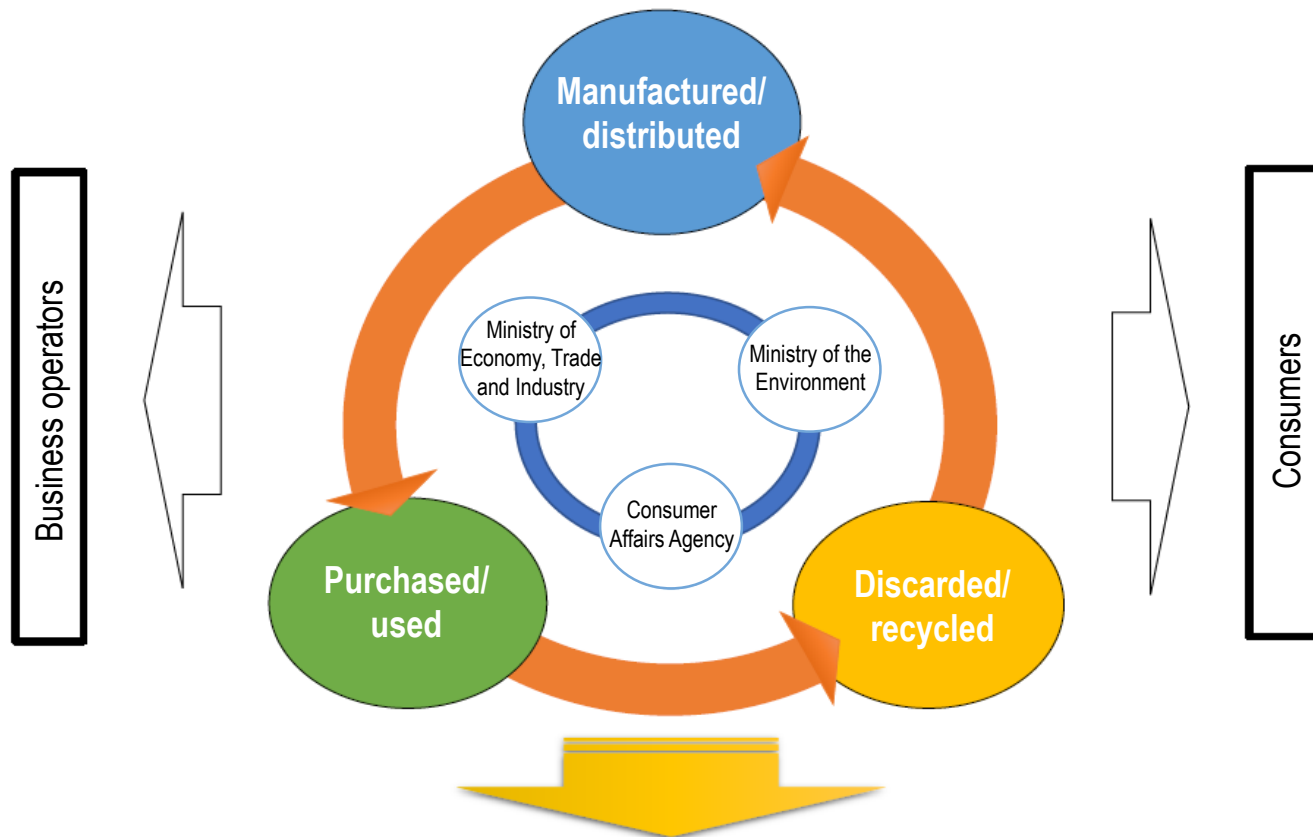


Source: "Apparel Industry in Japan: Overview of Market and Imported Products" by Japan Textiles Importers Association

Where Clothing Goes After Being Discarded by Households



Promotion of Sustainable Fashion Under a Joint Effort by Three Government Ministries/Agencies

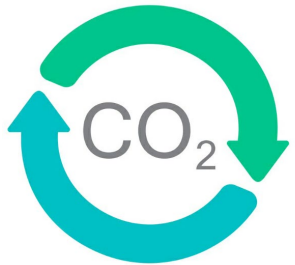


Promotion of efforts by business operators (promotion of environmentally friendly designs, improvement in transparency, etc.), realization of change in consumer behavior
Reduction in fashion losses

What is Sustainable Fashion?

"Sustainable fashion" refers to the efforts to achieve sustainability into the future, made in the process encompassing the production and use of clothing to their disposal, taking into consideration the Earth's environment, including its ecosystem, and the people and communities involved.

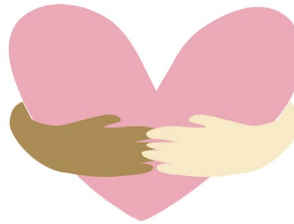
For example, sustainable fashion seeks to:



① Reduce CO₂ emissions



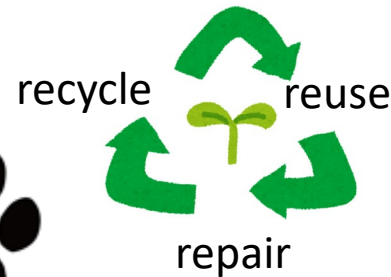
② Use environmentally friendly/sustainable materials



③ Practice fair trade and protect human rights



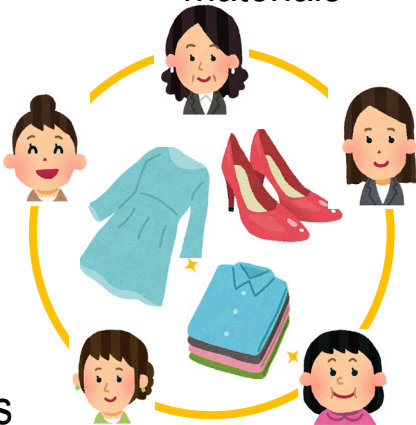
④ Promote animal welfare



⑤ Reduce waste



⑥ Promote repairs and repurposing



⑦ Promote sharing



⑧ Donate



⑨ Support regional revitalization and disaster reconstruction



⑩ Use traditional techniques

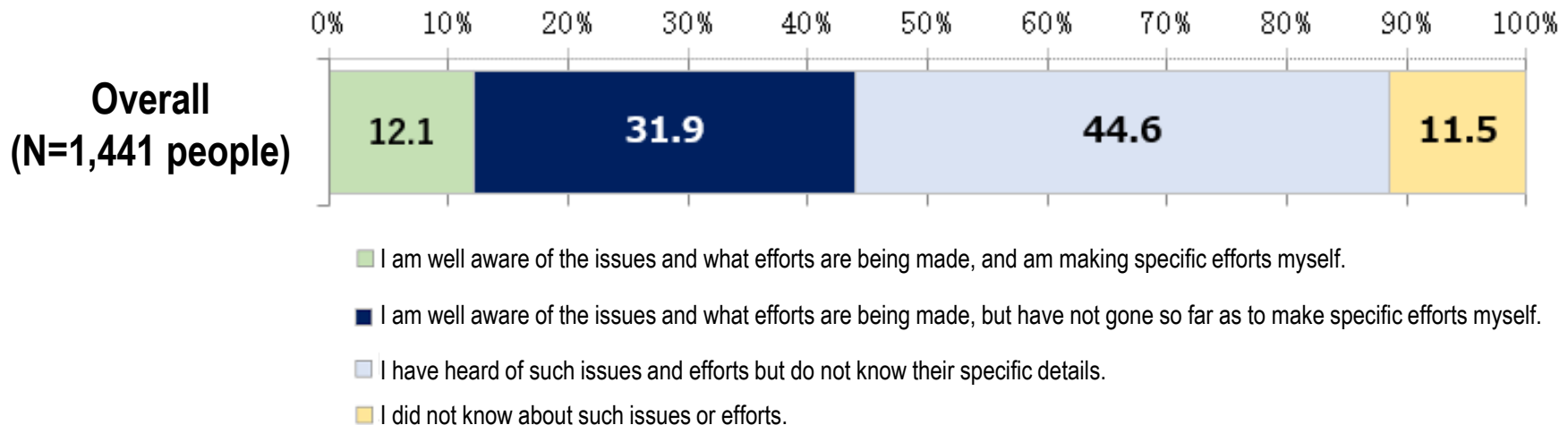
Consumer Awareness About Sustainable Fashion

Source: Consumer awareness survey conducted in July 2021 by the Consumer Affairs Agency

On the current situation of the fashion industry:

- "I am well aware of the existing issues and efforts underway." **44.0%**
- "I am making specific efforts." **12.1%**

Q: Wide-ranging social issues have been raised about clothing, including mass production/supply and disposal. On the other hand, there are increasing efforts to promote sustainable fashion, from the aspects of production and use to disposal of clothing. Choose the option that best describes your awareness of the current situation of the fashion industry.



Most people do not take action themselves even if they are aware of the current situation of the fashion industry.

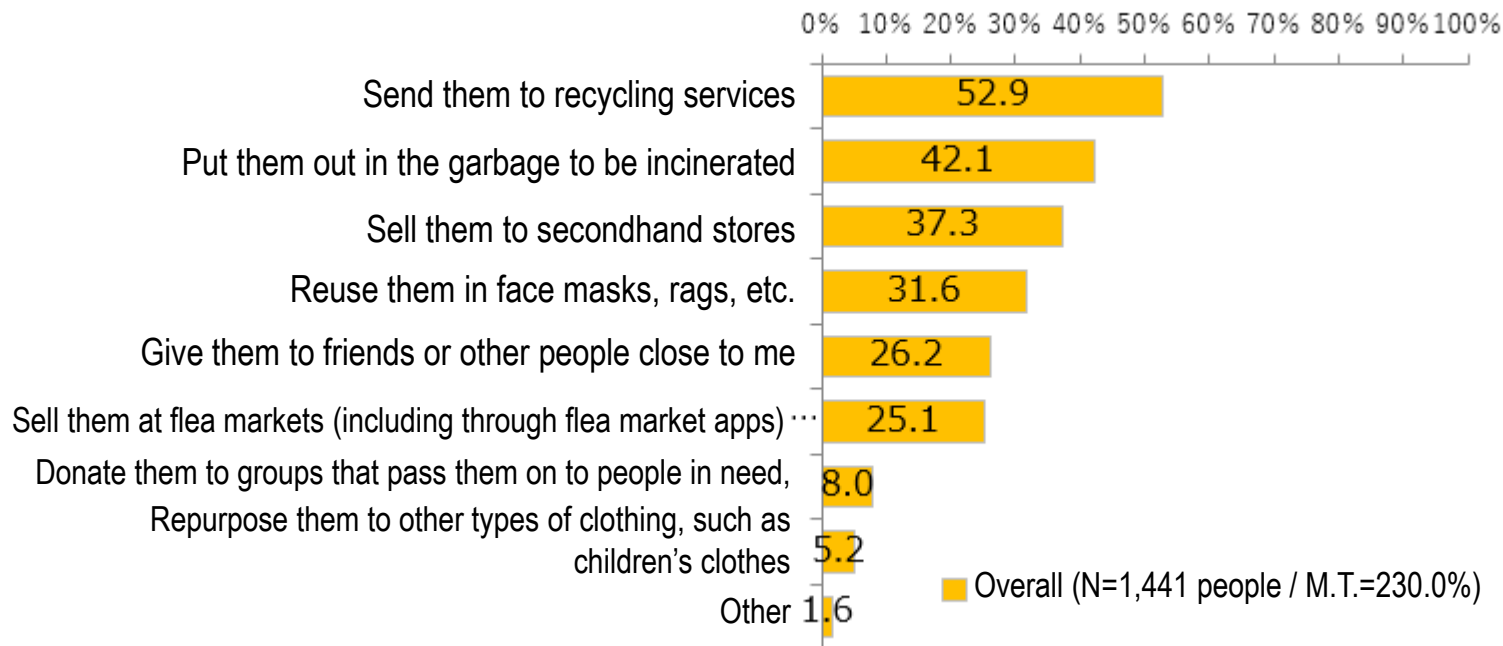
Consumer Awareness About Sustainable Fashion

Source: Consumer awareness survey conducted in July 2021 by the Consumer Affairs Agency

On clothes no longer needed:

- I send them to recycling services.: **52.9%**
- I put them out in the garbage to be incinerated.: **42.1%**

Q: Choose three options that describe the methods you have actually used to dispose of clothes you no longer need, and list them in descending order of frequency.



Many of the clothes that are no longer needed are discarded to be incinerated, instead of being recycled.