

# Japan Travel Retail Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Travel Retail & Duty Free (Retail)  
> **Source:** [https://www.mordorintelligence.com/industry-reports/japan-travel-retail-market](https://www.mordorintelligence.com/industry-reports/japan-travel-retail-market)  
> **Scraped Date:** 2026-09-17

## Executive Market Summary

| Market Metric             | Details          |
|---------------------------|------------------|
| Base Market Size          | USD 4.42 billion |
| Projected Forecast (2031) | USD 4.42 billion |
| Growth Rate (CAGR)        | 9.33 %           |
| Largest Market Region     | N/A              |
| Fastest-Growing Region    | N/A              |

## Market Visualizations & Infographics

! [Major players in Japan Travel Retail industry] (images/chart\_2.png)

! [Japan Travel Retail Market (2025 - 2031)] (images/chart\_3.png)

! [Japan Travel Retail Market: Market Share by Product Type] (images/chart\_4.png)

! [Japan Travel Retail Market: Market Share by Distribution Channel] (images/chart\_5.png)

! [Japan Travel Retail Market Concentration] (images/chart\_6.png)

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## Comprehensive Research Analysis

### Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |  
Forecast Data Period | 2025 - 2031 |  
Base Year Market Size (2025) | USD 4.04 Billion |  
Market Size (2026) | USD 4.42 Billion |  
Market Size (2031) | USD 7.55 Billion |  
Growth Rate (2025 - 2031) | 9.33 % |  
Market Concentration | Medium |  
Major Players\*Disclaimer: Major Players sorted in no particular order

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### ### Market Overview

Japan Travel Retail Market Analysis by Mordor Intelligence  
The Japan Travel Retail Market size is projected to expand from USD 4.04 billion in 2025 and USD 4.42 billion in 2026 to USD 7.55 billion by 2031, registering a CAGR of 9.33% between 2026 to 2031.

The growth path is supported by expanded duty-free floor space at Haneda and Narita and by Kansai International Airport's completed Terminal 1 renovation, which increases the commercial mix and throughput capacity[1]Tokyo International Airport Terminal, "Terminal Information and Services," Haneda Airport, haneda-airport.jp. Inbound demand accelerated in 2025 as arrivals and per capita spending strengthened, while operators recalibrated assortments toward high-margin exclusives to hedge currency and mix shifts[2]Japan Tourism Agency, "Tourism Policy and Statistics," MLIT, mlit.go.jp. Regulatory changes will reframe checkout and customs in November 2026 as Japan moves to an airport refund tax-free model, removing packaging rules and purchase caps for consumables while adding validation steps at exit points. Channel control remains central because airports concentrate traffic and still handle the bulk of high-value transactions in the Japan travel retail market.

### Key Report Takeaways

- \* By product type, cosmetics and fragrances led with 45.31% revenue share in 2025, while wines and spirits are forecast to expand at an 11.12% CAGR through 2031
- \* By distribution channel, the airports segment held 65.35% of the Japan travel retail market share in 2025, while airports are projected to grow at a 10.58% CAGR to 2031.
- \* By geography, Kanto accounted for 53.31% of market value in 2025, while Kansai or Kinki is projected to post the fastest growth at a 9.82% CAGR through 2031.

### ### Key Market Trends

#### Japan Travel Retail Market Trends and InsightsDrivers Impact Analysis\*

Driver | (~)% Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

World-leading luxury brand store openings in Japan | 1.8% | Global, with spillover to Kanto (Tokyo Ginza), Kansai (Osaka), and airport gateways (Haneda T2/T3, KIX T1) | Medium term (2–4 years) |  
Rising duty-free spend by Chinese & Korean travellers | 2.5% | National, with the highest gains in Kanto (Haneda), Kansai (KIX, Expo corridor), and Kyushu (Fukuoka proximity) | Short term ( $\leq 2$  years) |  
Airport retail-space expansion & refurbishment at Haneda, Narita, Kansai | 2.2% | Asia-Pacific core, with primary concentration in Kanto (Haneda/Narita catchment) and Kansai (KIX Expo preparation) | Medium term (2–4 years) |  
Digital tax-refund kiosks & cash-less payments are boosting conversion | 1.3% | National rollout; early gains concentrated in metropolitan gateways (Tokyo, Osaka, Nagoya Centrair) | Short term ( $\leq 2$  years) |  
Limited-edition Japanese whisky boom in global collector circles | 1.0% | Global export markets (United States, China, France); domestic airport duty-free (Narita, Haneda, KIX) capture secondary premiums | Long term ( $\geq 4$  years) |  
Osaka-Kansai Expo 2025 and other mega-events are driving one-off visitor spikes | 0.6% | Kansai/Kinki epicentre; secondary dispersion to Chugoku (Hiroshima), Chubu (Nagoya), and Tokyo metropolitan | Short term ( $\leq 2$  years) |  
Source: Mordor Intelligence |

### ### Competitive Landscape

#### Competitive Landscape

The Japan travel retail market features moderate fragmentation with no single operator above 15% share, which encourages partnerships between airport companies and global travel retailers to secure brand allocations. Kansai Airports worked with Lagardère Travel Retail to deliver a large walk-through duty-free concept that brings multi-category depth and consistent merchandising in a single path. A volta entered the market in 2025 with a food and beverage footprint that leverages the company's digital platforms and loyalty to engage travelers who pre-plan purchases and dining. Japan Airport Terminal expanded wholesale and retail links across multiple airports to drive scale benefits and coordinate assortments with operational innovations like robotized replenishment. These moves increase bargaining power with luxury houses and help accelerate rollouts that anchor premium experiences across the Japan travel retail market.

Lotte Duty Free's Tokyo Ginza store upgraded its floors to balance domestic and inbound demand with Korean fashion and whisky curation that maps to younger and high-intent shopper profiles. DFS Group concentrated on Okinawa's offshore model and invested in luxury brand spaces that suit the island's shopper needs and align with tourist flows. Airlines amplified retail access through pre-order for allocation of bottles and collaboration goods that can be collected airside or on board for premium cabins. Technology adoption enabled rapid replenishment and improved availability, which cut lost sales and increased conversion across categories that drive margins. Environmental credentials influence tenders as airport groups highlight carbon accreditation tiers, which carry weight for investors and brand partners.

The portfolio breadth of leading operators provides resilience across cycles as food and beverage, convenience, and luxury cross-subsidize each other under single concession frameworks. Operators that run loyalty ecosystems and own wholesale channels capture data and margin at multiple points, which feeds better category planning and tailored promotions. Staffing tightness remained a constraint, which accelerated trials of low-touch formats that simplify souvenir and essentials sales while preserving service in premium departments. These dynamics point to steady competitive intensity and a premium leaning assortment strategy that aligns with international traffic trends. The net result is a contest for space, brand exclusivity, and digital convenience that defines leadership in the Japan travel retail market.

Japan Travel Retail Industry Leaders\* Japan Airport Terminal Co. Ltd.

\* NAA Retailing (Fa-So-La)

\* JALUX Inc.

\* ANA Trading Duty Free

\* DFS Group

\* \*Disclaimer: Major Players sorted in no particular order

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### ### Scope Methodology P Space

Japan travel retail is defined as retail sales made to travelers through travel-linked outlets, where the purchase is tied to a journey and the shopper is a passenger or visitor.

Scope exclusions: Local neighborhood retail that is not travel-triggered, plus hotel minibars and restaurants, are excluded from this sizing.

### ### Segmentation Container

- \* By Product Type\* Fashion & Accessories
- \* Jewelry & Watches
- \* Wines & Spirits
- \* Food & Confectionery
- \* Cosmetics & Fragrances
- \* Tobacco
- \* Other Product Types (Stationery, Electronics, etc.)
- \* By Distribution Channel\* Airports
- \* Airlines
- \* Ferries
- \* Other Channels (Railway Stations, Border Shops, Downtown)
- \* By Geography\* Hokkaido
- \* Tohoku
- \* Kanto
- \* Chubu
- \* Kansai/Kinki
- \* Chugoku
- \* Shikoku
- \* Kyushu & Okinawa

### ## Frequently Asked Questions

#### What is the current size and growth outlook for the Japan travel retail market?

The Japan travel retail market size is USD 4.42 billion in 2026 and is projected to reach USD 7.55 billion by 2031 at a 9.33% CAGR.

#### Which product categories are leading and growing fastest in Japan travel retail?

Cosmetics and fragrances led with a 45.31% share in 2025, while wines and spirits are forecast to grow at an 11.12% CAGR through 2031.

#### How dominant are airports in Japan's travel retail sales?

Airports held 65.35% of sales in 2025 and are projected to grow at a 10.58% CAGR to 2031, supported by terminal upgrades and walk-through formats.

#### Which regions are most important for Japan travel retail performance?

Kanto accounted for 53.31% of the value in 2025, while Kansai or Kinki is projected to be the fastest-growing region at a 9.82% CAGR through 2031.

#### How will the 2026 airport refund model affect Japan travel retail?

The November 2026 transition centralizes tax refund validation at the airport and removes packaging rules and purchase caps for consumables while adding new exit confirmation steps.