

# Decoding Japan's 2024-2026 Fashion Market: Growth in Sustainable Luxury &

Fashion Trends · Answer Key · 2 Questions

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**1. What is a primary factor driving the significant growth of the sustainable fashion market in Japan?**

- A) Increasing preference for fast fashion.
- B) Growing consumer awareness about environmental issues.**
- C) Decline in textile production technology.
- D) Decreased government regulations on waste.

**2. Which market segment is projected to be the fastest-growing within Japan's sustainable fashion market from 2026-2033?**

- A) New designer collections.
- B) Rental/Resale.**
- C) Synthetic fiber manufacturing.
- D) Traditional kimono sales.