

Art Tokyo Association Announces
Japanese Art Industry Market Research Report 2016
Overall Market Scale of Art Industry Estimated at 334.1 billion JPY

Art Tokyo Association, which organizes ART FAIR TOKYO, the largest art fair in Japan, has conducted the Japanese Art Industry Market Research Survey 2016 and used its findings to estimate the overall market scale of the art industry in Japan at 334.1 billion JPY. In comparison with the markets for other content industries, the scale of the art industry exceeds the markets for film industry (approx. 217.1 billion JPY)¹ and anime (184.7 billion JPY).²

Surveying the State of the Art Industry Based on Unique Features of Japan

The state of the global art market has so far largely been calculated based on sales figures from European and North American galleries and auctions, and disseminated by survey organizations in those regions. On the other hand, the state of the market scale for the art industry in Japan is hard to determine. Japan enjoys a wide range of art, from antiques and crafts to *nihonga* (Japanese-style paintings), *yōga* (western-style paintings), and contemporary art. In addition, department stores play an important role as sales channels for art. These features are not commonly seen in Europe and North America. Harnessing the extensive network and know-how with which it organizes ART FAIR TOKYO, Art Tokyo Association considers it vital for Japan to share, both domestically and internationally, an objective index related to the art industry. As such, it conducted and analyzed a survey based on the state of the art industry in Japan and has published its findings as the Japanese Art Industry Market Research Report 2016.

Basic Design of Survey

Survey Method	Questionnaire survey targeting respondents belonging to online questionnaire service
Survey Period	September 26th – October 2nd, 2016 (1 USD = 102.41 JPY)
Survey Target	First Survey: Gender, age, employment status (employment, unemployed) and income (personal income for the employed, household income for the unemployed) distributed approximately across the whole of Japan, based on government data Second Survey: Conducted with respondents from the first survey who had purchased a work of art with a price of 1 million JPY or more during the past 3 years, and who were business owners or executives, or self-employed or store managers
Valid Samples	First Survey: 20,541 samples Second Survey: 143 samples
Survey Questions	First Survey: - Experience of purchasing works of art or art-related products - Amount of purchased works of art or art-related products per type of art and sales channel - Frequency of visits to art museums and museums Second Survey: - Funds at the time of purchasing work of art - Reason for or aim of purchasing work of art; artwork type; artwork price - Problems related to owning a work of art

Source: Japanese Art Industry Market Research Survey 2016 (Art Tokyo Association, Platform for Arts and Creativity)

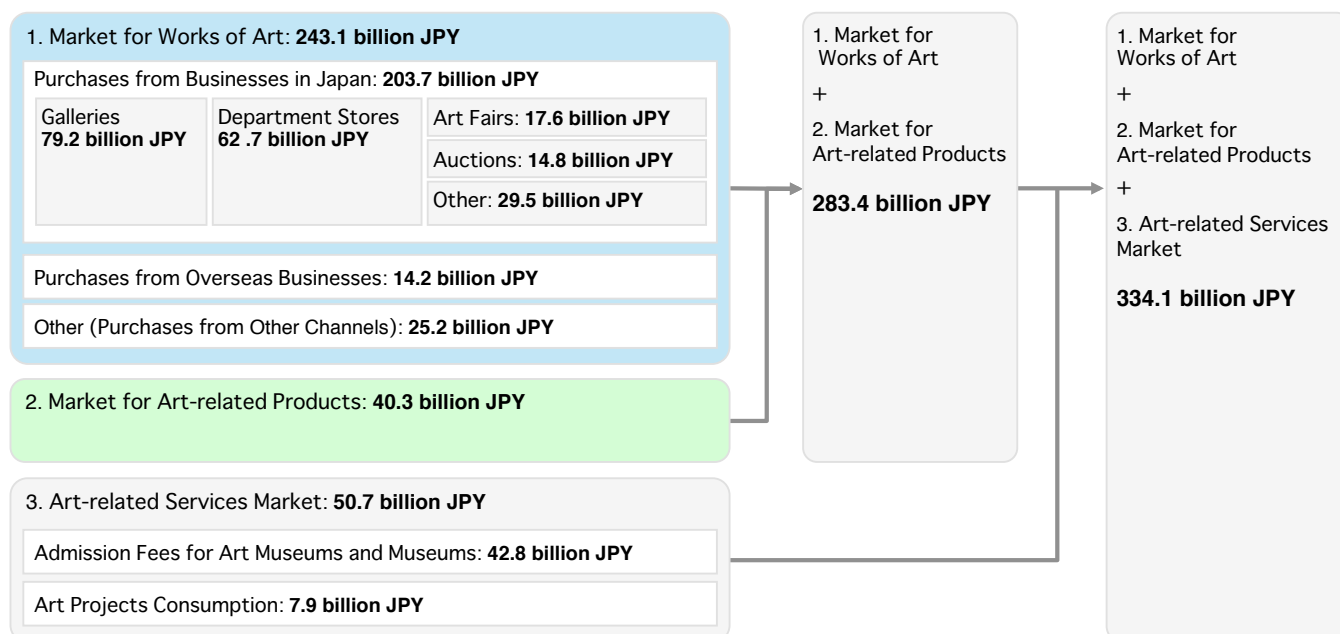
¹ Motion Picture Producers Association of Japan's Japanese Film Industry Statistics 2015

² Association of Japanese Animations' Anime Industry Report 2015

Scale of Market for Works of Art, Art-related Products and Art-related Services Estimated at 334.1 billion JPY

The market scale of the art industry is estimated at 334.1 billion JPY as the total amount of three aspects of the market: works of art (243.1 billion JPY), which includes antiques, *yōga*, sculpture, and contemporary art; art-related products (40.3 billion JPY), which includes merchandise and catalogues; and art-related services (50.7 billion JPY), which includes art museum admission fees and consumption related to visits to major art projects around Japan.

Overview of Art-related Market Scale



Source: Japanese Art Industry Market Research Survey 2016 (Art Tokyo Association, Platform for Arts and Creativity)

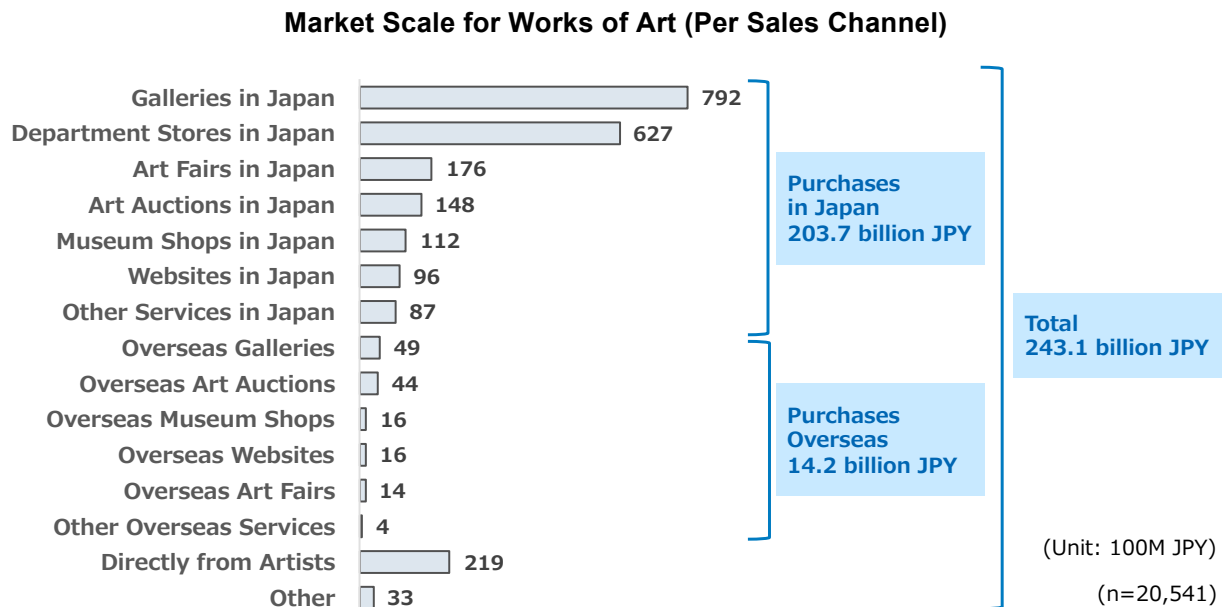
Summary of Methodology for Estimating Market Scale

Market Type	Estimate Subject	Estimate Method
1. Market for Works of Art	Purchases of the following kinds of works of art via the following kinds of sales channels by residents of Japan: <ul style="list-style-type: none"> Galleries, department stores, art fairs, art auctions, museum shops, websites, directly from artists Works of art (<i>nihonga</i>, <i>yōga</i>, sculptures, prints, contemporary art, photography, video/film, ceramics, crafts, calligraphy, hanging scrolls, folding screens) 	This questionnaire survey ³
2. Market for Art-related Products	Purchases of the following kinds of art-related products by residents of Japan: <ul style="list-style-type: none"> Posters and postcards of famous paintings Exhibition catalogues and art books Merchandise based on famous paintings, sculptures, etc. 	
3. Market for Art-related Services	<ul style="list-style-type: none"> Admission fees for visits to art museums and museums by residents in Japan Consumption related to visits to major art projects 	Individual reports

Source: Japanese Art Industry Market Research Survey 2016 (Art Tokyo Association, Platform for Arts and Creativity)

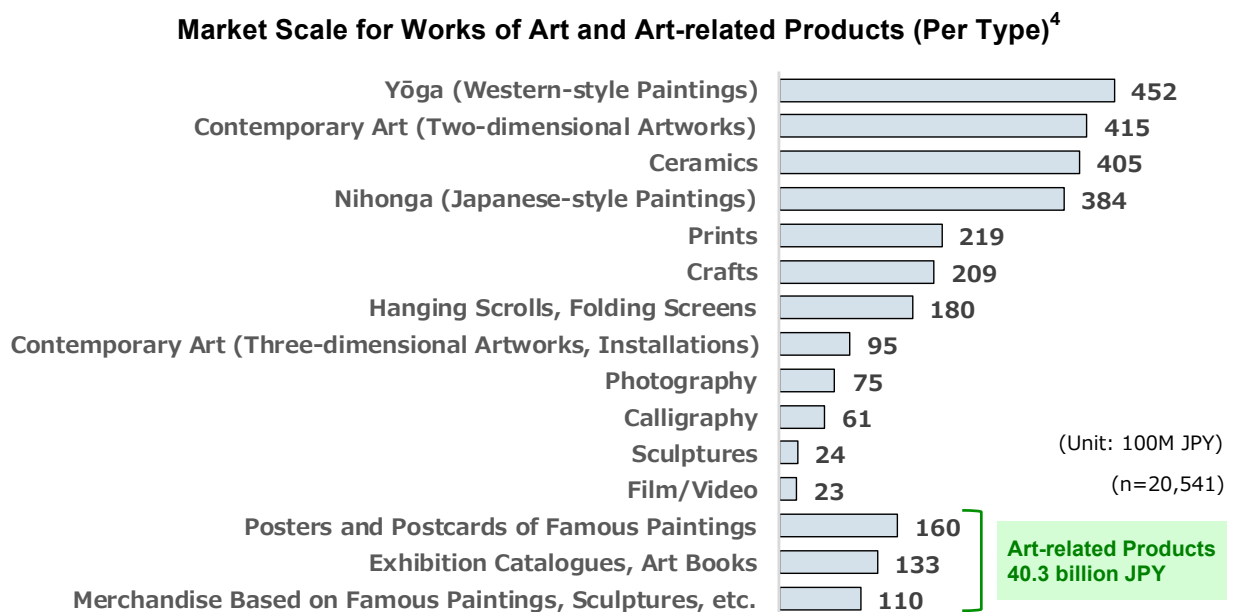
³ Sales figures for art auctions in Japan used the total highest bids for auction houses in Japan published annually in *Art Collectors'* magazine (Seikatsu no Tomo Co.).

Examining the estimated 241.1 billion JPY market for works of art and art-related products per sales channel, purchases made in Japan comprise 203.7 billion JPY. Moreover, it is clear that after art galleries in Japan, department stores play an important role in art-related retail.



Source: Japanese Art Industry Market Research Survey 2016 (Art Tokyo Association, Platform for Arts and Creativity)

The market scale of works of art and art-related products per type of art is led by *yōga* and ceramics, though contemporary art is also a strong element of the market. In addition, various types of artworks specific to Japanese history are also major components of the market, including *nihonga*, crafts, hanging scrolls, folding screens, and calligraphy.



Source: Japanese Art Industry Market Research Survey 2016 (Art Tokyo Association, Platform for Arts and Creativity)

⁴ The figures for purchases per type include duplicates, meaning the total for purchases of works of art here differs from the total of purchases of works of art per sales channel.

Surveying Purchasing Experience and Reasons for Purchasing Works of Art as well as Awareness of Art

In addition to the scale of the market, the survey also examined and analyzed people's experiences with purchasing works of art, their reasons for purchasing works of art, and the values they associate with art.

In order to understand the future state of the art industry and market in Japan accurately as well as clarify the influence that later economic trends and social conditions may have on the art industry, it is planned to build on the survey by making further fixed-pointed observations from 2017 onwards. It is aimed to use the report on the survey results as a resource for effectively helping to improve and develop business for people in the domestic and international art industry as well as other industries related to art. In partnership with related organizations, the development of the art industry will also contribute to new growth strategies in Japan.

The summarized results above are included in the Japanese Art Industry Market Research Report 2016, which can be viewed online via the links below.

PDF <https://st.gmocloud.com/presses.artfairtokyo.com/1487731252422>

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Survey Name	Japanese Art Industry Market Research Survey 2016
Report Name	Japanese Art Industry Market Research Report 2016
Survey Organizer	Art Tokyo Association (Representative: Naohiko Kishi) http://art-tokyo.jp
Survey Co-organizer	Platform for Arts and Creativity (Representative: Akiyoshi Watae) http://www.pac.asia
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