

PRESS RELEASE

13 January 2018

Art Tokyo Association

**Art Tokyo Association Announces  
Japanese Art Industry Market Research Survey 2017**

**Overall Market Scale of Works of Art Industry Estimated at 243.7 billion JPY, an incremental increase from 2016**

Art Tokyo Association, which organizes ART FAIR TOKYO, the largest art fair in Japan, conducted the Japanese Art Industry Market Research Survey 2017 with 20,000 participants in Fall 2017. The results estimate the overall market scale of the Works of Art Industry in Japan at 243.7 billion JPY (in accordance with Japanese government statistics on population data).

The state of the global art market has largely been calculated based on sales figures from European and North American galleries and auctions, and disseminated by survey organizations in those regions. Based on the report 'The Art Market 2017' from Art Basel and UBS, the global art industry market reached 68.2 billion USD in 2014, which is 6.8 trillion JPY, which was the highest in history. It decreased by around 7% in 2015, and by 11% in 2016 to 56.6 billion USD, which is 6.3 trillion JPY.

The Japanese Art Industry Market Research Report 2017, estimates the overall market scale of the entire art industry in Japan at 243.7 billion JPY, which is an incremental increase from 243.1 billion JPY in 2016. Although the art industry market in Japan is not as large as the global art market, Japan enjoys a wide range of art from antiques and crafts to nihonga (Japanese-style paintings), yōga (western-style paintings), and contemporary art. Japanese department stores, which play an important role as a sales channels in the Japanese art market, did well this year, despite the fact that the global market trend in art sales is gradually decreasing.

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 and continue to do so.

## Basic Design of Survey

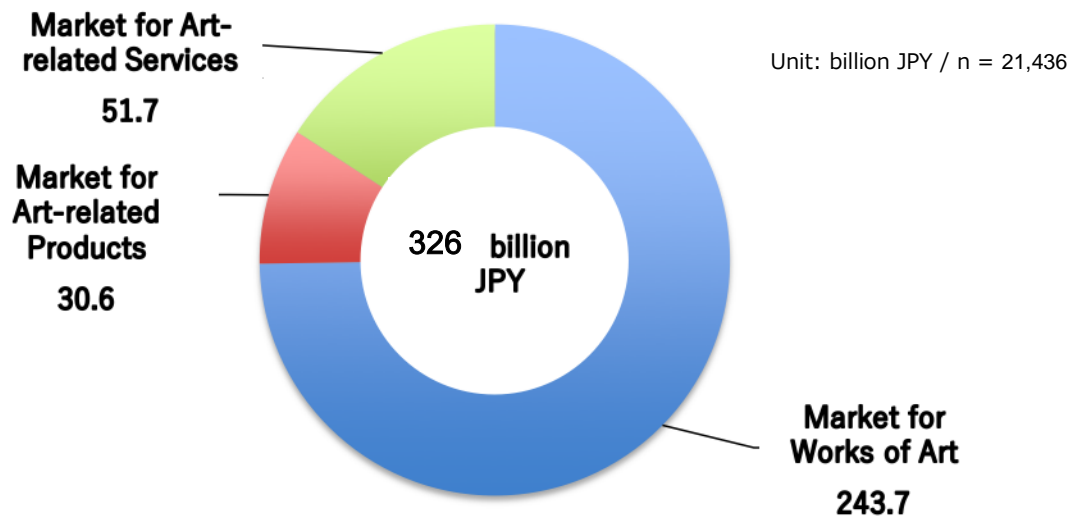
Survey Method	Questionnaire survey targeting respondents via an online questionnaire service
Survey Period	First Survey: October 24 <sup>th</sup> – October 26 <sup>th</sup> , 2017 Second Survey: October 27 <sup>th</sup> – October 31 <sup>st</sup> , 2017
Survey Target	<p>First Survey: Gender, age, employment 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</p> <p>Second Survey: Segment A – Art collectors, who purchased more than 100k JPY in last three years, age group in between 30s to 40s</p> <p>Segment B – Art devotees, no purchase history of works of art, go to museums / galleries more than 4 times (once every three months) a year</p>
Valid Samples	First Survey: 21,436 samples Second Survey: Segment A - 248 samples, Segment B - 233 samples
Survey Questions	<ul style="list-style-type: none"> <li>- Experience of purchasing works of art or art-related products</li> <li>- Amount of purchased works of art or art-related products per type of art and sales channel</li> <li>- Comparing the difference in between art collectors and art devotees</li> </ul>

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

## Scale of Market for Works of Art, Art-related Products and Services

The market scale of the art industry is estimated at the total of 326 billion JPY, and comprised of three aspects: works of art (243.7 billion JPY), which includes antiques, yōga, sculpture, and contemporary art; art-related products (30.6 billion JPY), which includes merchandise and catalogues; and art-related services (51.7 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



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

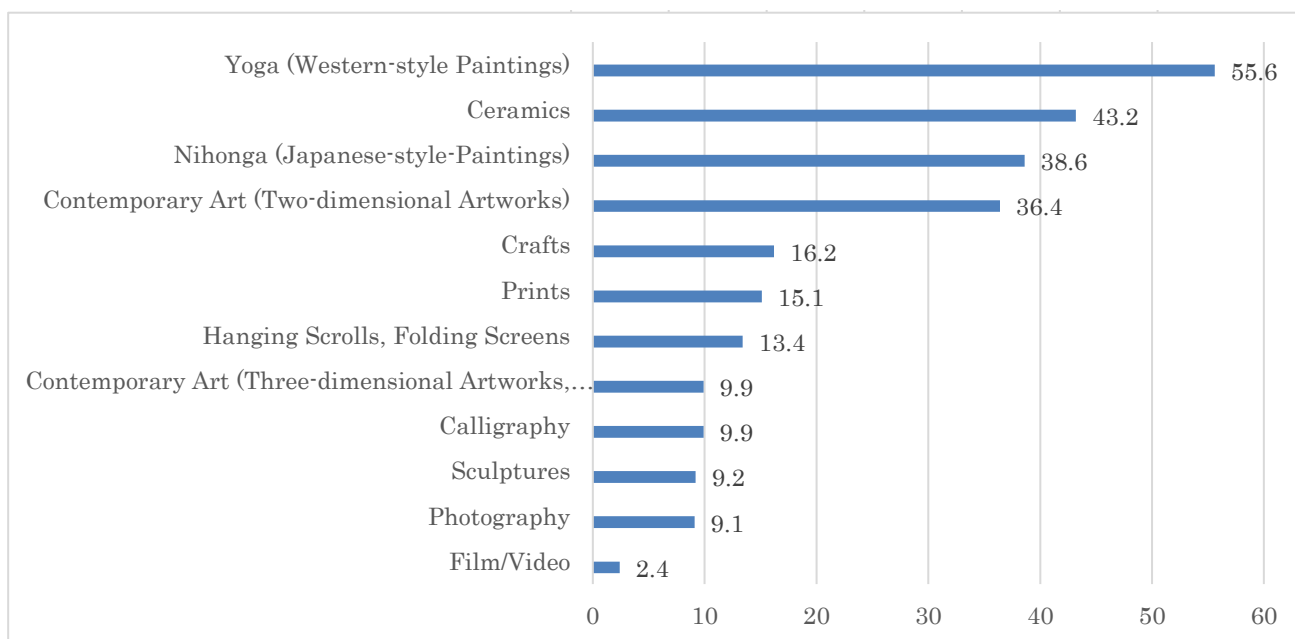
Source: Japanese Art Industry Market Research Survey 2017 (Art Tokyo Association, Platform for Arts and Creativity)

## Consist of Various Art Genre in Japanese Art Industry

The market scale of works of art and art-related products per type of art is led by yōga (55.6 billion JPY), ceramics (43.2 billion JPY), nihonga (38.6 billion JPY), and contemporary art (two-dimensional artworks - 36.4 billion JPY). In addition, various types of artworks specific to Japanese history are also major components of the market, including nihonga, ceramics, crafts, hanging scrolls, folding screens, and calligraphy. This shows that the depth of the Japanese art industry is strongly influenced by culture, as well as history.

### Market Scale for Works of Art and Art-related Products (Per Type)

Unit: billion JPY / n = 21,436



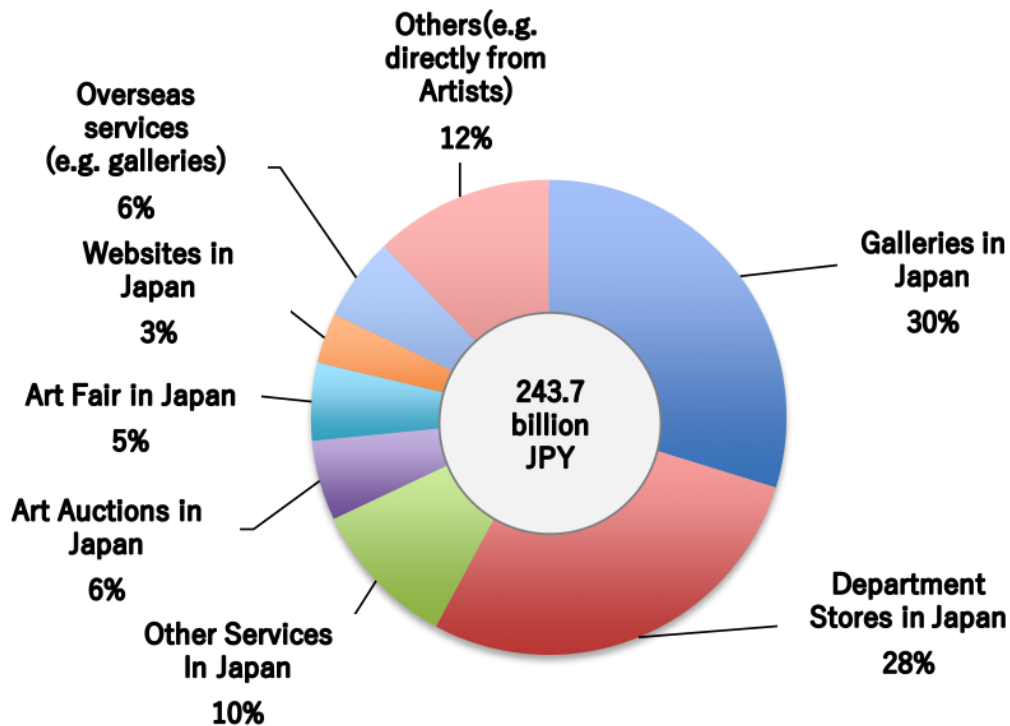
Source: Japanese Art Industry Market Research Survey 2017 (Art Tokyo Association, Platform for Arts and Creativity)

## Department Stores are the Second Largest Sales Channel, Alongside with Galleries

Examining the estimated 243.7 billion JPY market for works of art and art-related products per sales channel, purchases made in galleries in Japan (30%, 72.6 billion JPY) is the top of the list, and then department stores is the second largest (28%). Strong department stores sales are supported by extensive sales to wealthy customers, plus proactive art-related retail activities. This is despite the fact that that department store sales for clothing have been decreasing in recent years.

## Market Scale for Works of Art (Per Sales Channel) \*1

n = 21,436



Source: Japanese Art Industry Market Research Survey 2017 (Art Tokyo Association, Platform for Arts and Creativity)

## Surveying Purchased Works of Art and Examining the Trend of Arts with Trade Statistics

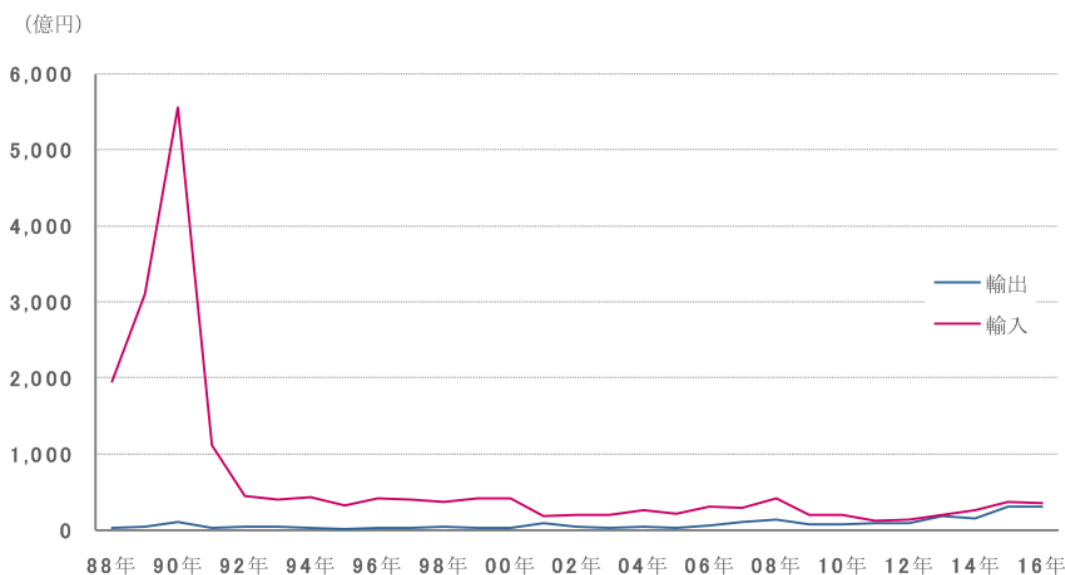
In addition to the scale of the market, the survey also examined and analyzed people's challenges with purchasing works of art, the values they associate with art (from both those who have experienced purchasing arts or those who have not), and also trends of arts with trade statistics.

During the 1990's, the amount of trade imports reached 550 billion JPY, mainly in works of art of Western Impressionism. However, in recent years the volume of Japanese exports has grown. Comparing the trade numbers for items of works of art in 2016, around 30,000 items were imported and around 35,000 items were exported.

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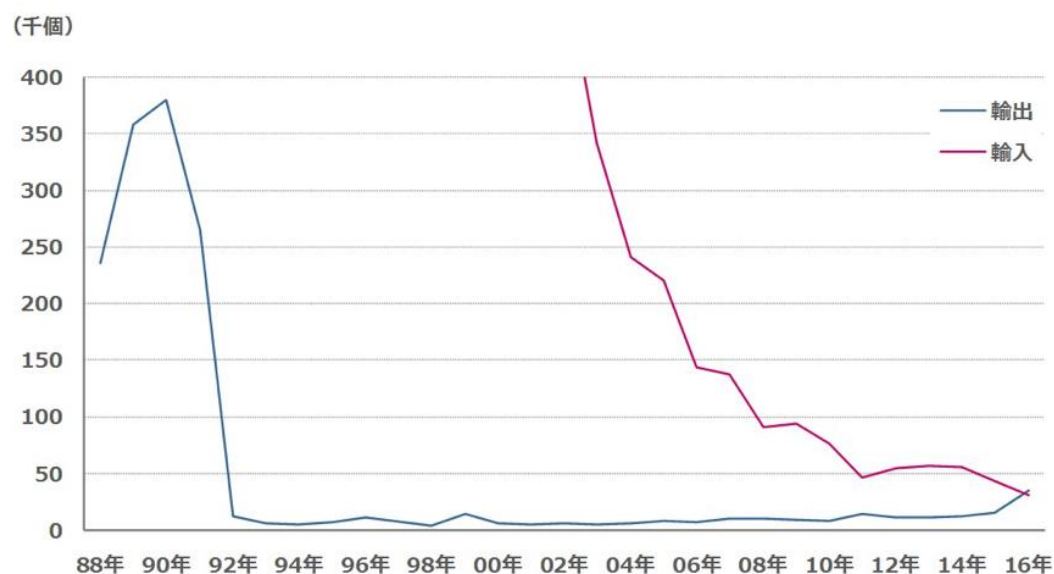
<sup>1</sup> The figures for purchases per type include duplicates, meaning the total for purchases of works of art here differs from the total of purchases of works of art per sales channel.

## Import and Export Amount of Works of Art



Source: Generated by Art Tokyo Association, Platform for Arts and Creativity from the data, Trade Statistics, issued by Ministry of Finance, Japan

## Import and Export Volume of Works of Art



Source: Generated by Art Tokyo Association, Platform for Arts and Creativity from the data, Trade Statistics, issued by Ministry of Finance, Japan

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, we, Art Tokyo Association, will continue to build on the survey by making further fixed-pointed observations from 2018 onwards. Our aim is 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 2017, which will be published during the course of the event, Art Fair Tokyo 2018 in March 2018.

## Survey Overview

Survey Name	Japanese Art Industry Market Research Survey 2017
Report Name	Japanese Art Industry Market Research Report 2017
Survey Organizer	Agency for Cultural Affairs / Art Tokyo Association
Survey Co-organizer	Platform for Arts and Creativity
Supported by	Japan Art Dealers' Association

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