

Home and Garden in Japan

Market Direction | 2023-05-23 | 42 pages | Euromonitor

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Report description:

The home and garden industry saw current value growth in 2020, as Japanese consumers were confined to their homes, which allowed them to focus on home renovations and gardening. Home improvement, homewares and gardening all witnessed notable current value growth in this year, although home furnishings saw a marginal decline. Sales remained strong in most categories in 2021, since many consumers continued making improvements to their homes as the pandemic started to subside. Home improvement was...

Euromonitor International's Home and Garden in Japan report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Home and Garden market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Home and Garden in Japan

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List Of Contents And Tables

HOME AND GARDEN IN JAPAN

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2017-2022

Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 6 Distribution of Home and Garden by Format: % Value 2017-2022

Table 7 Distribution of Home and Garden by Format and Category: % Value 2022

Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GARDENING IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gardening declines in 2022, but increases during the pandemic overall

Lawn mowers see an increase in demand

Karcher gains traction due to new product development

PROSPECTS AND OPPORTUNITIES

The future is not very bright for gardening in Japan

Efficiency in preserving plant quality set to aid growth of herbicides

Sustainability expected to gain traction over the forecast period

CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2017-2022

Table 11 Sales of Gardening by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Gardening: % Value 2018-2022

Table 13 LBN Brand Shares of Gardening: % Value 2019-2022

Table 14 Distribution of Gardening by Format: % Value 2017-2022

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Table 15 Forecast Sales of Gardening by Category: Value 2022-2027

Table 16 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

HOME FURNISHINGS IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home furnishings reaches maturity in Japan

Rugs valued by Japanese consumers for their adaptability as pieces of home decor

Private label lines help Nitori lead home furnishings

PROSPECTS AND OPPORTUNITIES

Minimalistic furniture expected to grow over the forecast period

Ageing population and foreign competition may impact the category

Consumers likely to focus on customisable furniture

CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2017-2022

Table 18 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 20 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 21 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 22 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 23 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

HOME IMPROVEMENT IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home improvement sales remain higher than pre-pandemic with the rise in DIY projects

Demand for power tools higher than in the pre-pandemic period

PROSPECTS AND OPPORTUNITIES

Bathroom and sanitaryware likely to grow over the forecast period

Move towards rental may hamper growth in home improvement

Retail e-commerce likely to become a more prominent distribution channel

CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2017-2022

Table 26 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 28 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 29 Distribution of Home Improvement by Format: % Value 2017-2022

Table 30 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

HOMEWARES IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Homewares sales increase in Japan over 2019-2022 due to "nesting" phenomenon

Demand for sustainable products drives growth

Traditionalism is a major trend in homewares

PROSPECTS AND OPPORTUNITIES

Sales of multifunctional homewares likely to increase

Home cooking trend expected to support growth in the category

Both online and offline retailers anticipated to gain consumer footfall

CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2017-2022

Table 33 Sales of Homewares by Category: % Value Growth 2017-2022

Table 34 Sales of Homewares by Material: % Value 2017-2022

Table 35 NBO Company Shares of Homewares: % Value 2018-2022

Table 36 LBN Brand Shares of Homewares: % Value 2019-2022

Table 37 Distribution of Homewares by Format: % Value 2017-2022

Table 38 Forecast Sales of Homewares by Category: Value 2022-2027

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

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