

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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