

Homewares in Japan

Market Direction | 2023-05-23 | 17 pages | Euromonitor

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Report description:

Sales of homewares fell in both current value terms and in value terms at constant 2022 prices in 2022. Nevertheless, sales remained higher by both measures than before the pandemic, due to the growing "nesting" phenomenon during and to some extent since the pandemic, which describes consumers' propensity to spend more time at home and make improvements to their homes. The pandemic expedited this tendency, since more consumers were required to work and cook at home. However, after seeing strong...

Euromonitor International's Homewares 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: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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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Demand for sustainable products drives growth

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