

## **Home Laundry Appliances in Japan**

Market Direction | 2023-12-05 | 36 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In Japan, the front-loading format of washer dryers and washing machines is called the drum type (drum-gata), whereas top-loading products are called the vertical type (tate-gata). Generally speaking, many washer dryers fall under the drum type in Japan, and this is where growth is strong. For the last five years since 2018, the growth of automatic washer dryers has always been stronger than that of automatic washing machines in volume terms, therefore there is a shift from vertical type to drum...

Euromonitor International's Home Laundry Appliances in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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 Laundry Appliances 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Home Laundry Appliances in Japan  
Euromonitor International  
December 2023

### List Of Contents And Tables

#### HOME LAUNDRY APPLIANCES IN JAPAN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Drum format grows, claiming the benefit of saving time and mitigating stress

Some consumers still value the price and washing power of the vertical format

Rinnai's Kanta-kun grows its share in automatic dryers

##### PROSPECTS AND OPPORTUNITIES

Panasonic and Hitachi lead, while Chinese players gradually increase their presence

Adjacent products and new laundry habits

##### CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 2 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 3 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 4 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 5 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 8 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 10 □LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 11 □Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 12 □Production of Home Laundry Appliances: Total Volume 2018-2023

Table 13 □Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 14 □Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 15 □Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 16 □Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

#### CONSUMER APPLIANCES IN JAPAN

##### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

##### MARKET INDICATORS

Table 17 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 18 Replacement Cycles of Consumer Appliances by Category 2018-2024

##### MARKET DATA

Table 19 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 20 Sales of Consumer Appliances by Category: Value 2018-2023

Table 21 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 22	Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 23	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 24	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 25	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 26	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 27	□Sales of Small Appliances by Category: Volume 2018-2023
Table 28	□Sales of Small Appliances by Category: Value 2018-2023
Table 29	□Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 30	□Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 31	□NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 32	□LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 33	□NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 34	□LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 35	□Distribution of Major Appliances by Format: % Volume 2018-2023
Table 36	□Distribution of Small Appliances by Format: % Volume 2018-2023
Table 37	□Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 38	□Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 39	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 40	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 42	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 43	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 44	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 45	□Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 46	□Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 47	□Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 48	□Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Home Laundry Appliances in Japan

Market Direction | 2023-12-05 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com