

Japan Kitchen Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The Japan Kitchen Appliances Market size is estimated at USD 8.66 billion in 2024, and is expected to reach USD 12.14 billion by 2029, growing at a CAGR of 6.99% during the forecast period (2024-2029).

Japan has been one of the leading markets for kitchen appliances in the world. The country has been offering the global market, with several innovations for many years. The Japanese kitchen appliances market is highly driven by product innovation. A company's ability to offer technologically advanced products has been proven to be one of the major factors which influence its market share in the country. Japanese people frequently upgrade their kitchens, including the appliances time to time to enjoy the latest features that are being introduced. The renovation or the replacement of an existing property or building, which is very common in Japan owing to the limited free and new open spaces available, is also driving the market growth. Owing to the space-saving feature, they offer built-in appliances that are more popular in the country. As the majority of Japanese households are smaller in size, which ultimately impacts the size of the kitchen, these built-in large kitchen appliances, including refrigerators and dishwashers, are gaining more traction in the country.

Japan efficiently avoided the situation of public health crises compared to other developed nations such as the United States, Germany, Italy, France, the United Kingdom, etc., even though the country has not gone into compulsory lockdown. However, the global outbreak caused disruptions in trade with other countries which largely affected the import-exports scenario. The trade disruptions resulted in a stressed economic situation in the country which made customers slow down their spending in 2020. Japan has one of the most developed e-commerce markets worldwide and is ranked second in the Asia-Pacific region preceded by China. During the year 2020, the market also registered sustainable growth over the study period, supported by high mobile and internet penetration rates. The end of the COVID-19 pandemic situation is expected to bring this industry significantly higher consumer traffic, most notably through the online channels, and the manufacturers will need to design their production plans and

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distribution networks in line with this changing business environment.

Japan Kitchen Appliances Market Trends

Growing Demand for Smart Home Appliances

Smart home appliances incorporating AI and internet of things (IoT) technology which promise to slash time spent on household chores are flying off the shelves in Japan, propelled by the needs of double-income families. In Japan, household penetration for smart home applications is estimated at around 12% in 2019 and it is expected to grow strongly in the upcoming years. With improvement in network infrastructure, broadband and internet penetration have increased, and consumers are increasingly opting for wireless and technologically advanced products to ensure more security for their families. Models with AI technology can also suggest dishes based on an analysis of the user's eating habits and the day's weather. There is no need to tend to the pot once it has been turned on, leaving time for other chores or activities while meals are being prepared. The machines are apparently especially popular among couples in their 20s and 30s.

Growing E-Commerce Sector is Driving the Market

Japan has continuously ranked among the top five of the world's largest e-commerce markets. Moreover, the country's e-commerce market is among the fastest-growing markets globally, boosted by a very developed economy, a highly urbanized population, high internet penetration, and a single-language culture. The e-commerce business has grown strongly over the past few years, which is offering customers more kitchen appliances, including small kitchen appliances such as rice cookers, electric kettles, blenders, fish roasters, toasters, tabletop hibachi grills, etc. Japan's e-commerce industry is set for further growth in the future. The country offers a massive opportunity for startups and e-commerce businesses looking to expand into new markets, increasing opportunities in the logistics segment as well.

Japan Kitchen Appliances Industry Overview

The report covers major international players operating in the Japan kitchen appliances market. In terms of market share, few of the major players currently dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and by tapping new markets.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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