

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

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Japan Laundry Appliances Market size is estimated at USD 2.20 billion in 2024, and is expected to reach USD 2.43 billion by 2029, growing at a CAGR of 2% during the forecast period (2024-2029).

The Japanese laundry appliances market has been relatively stable despite the pandemic, with some fluctuations due to external factors such as weather conditions. The market is expected to continue growing in the coming years, with consumers who are willing to spend on premium and smart washing machine appliances. The need to replace traditional machines with smart connected machines is also driving growth in the market. Households today tend to favor laundry appliances that are both time-saving and energy-efficient. Laundry machines that are multipurpose and low-cost are also becoming increasingly popular in the market. A laundry appliance is a machine that uses water to clean and rinse textiles, although it can also be used for drying purposes.

Japan's laundry appliances had sales of washing machines around 2.68 million units in the current year. The market for laundry appliances has reached a maturation state and households in Japan had a penetration rate of around 95%-100%. Improvements in economic conditions and substantial disposable income have been major factors contributing to the growth of the market. Consumers spend on premium and smart washing machine appliances in the market.

Japan Laundry Appliances Market Trends

Increase in Demand of Automatic Washing Machine

The Japanese laundry appliances market for washing machines is seeing a rise in demand for fully automatic washing machines.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Japanese manufacturers sell various kinds of washing machines in the market and by making them adapt to the Japanese lifestyle. For instance, the Hitachi sales washing machine can locate the stains on the clothes and function accordingly, Panasonic sale washing machine has an automatic detergent-keeping function and interacts with the consumer through the phone. Consumers are also preferring washing machines that have larger capacities rather than small ones.

In the current year, the fully automatic segment dominated the market with a more than 50% share. These help to reduce manual labor and are extremely convenient and space-saving. Manufacturers are releasing energy-efficient models with low carbon footprints and low maintenance requirements. Technology advancements include the integration of smartphone applications with the Internet of Things and artificial intelligence technologies for real-time warnings and machine remote access. All of these factors are driving the market segment's growth. The popularity of vertical-type washing machines and large-capacity washing machines is also increasing due to the lifestyle of DINKS (Dual Income No Kids) and single persons.

Growth in Online Sales of the Market

In Japan, e-commerce is one of the distribution platforms for home appliances. Online stores and marketplaces such as Amazon Japan and Rakuten provide a wide variety of washing machine alternatives, frequently at affordable costs. Many vendors on these sites provide additional services such as delivery and installation for a price. Used items and discounts can be obtained on a variety of online platforms or community boards, such as Jimoty, a Japanese Craigslist-like site.

Online retailers continue to play an important role in the purchasing of laundry appliances in Japan. The majority of Japanese home appliance retailers do performance financial settlements from January to March and August to September, and the discount season takes place mostly during these two months. Comparing prices across different online stores and buying from a discounted online store is a trend. This is expected to boost the demand of the market during the forecasted period.

Japan Laundry Appliances Industry Overview

Japan's laundry appliance market is consolidated. It is dominated by a few big players in the market and the market is globalized. Some of the major laundry-selling appliances include Hitachi, Panasonic, Sharpe, and Toshiba. Players are innovating new technologies in the market and are becoming more and more focused on introducing smart laundry appliances. For instance, Hitachi introduced washing machines that auto clean themselves after each wash and also guarantee 99% allergy-free washing.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

4.1 Market Overview

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.2 Market Drivers
 - 4.2.1 Changing Lifestyles of Consumers
- 4.3 Market Restraints
 - 4.3.1 Fluctuations in the Prices
- 4.4 Market Opportunities
 - 4.4.1 Demand for Eco-Friendly Laundry Appliances That Use Less Water and Reduce Environmental Impact
- 4.5 Porter's Five Forces Analysis
 - 4.5.1 Threat of New Entrants
 - 4.5.2 Bargaining Power of Buyers/Consumers
 - 4.5.3 Bargaining Power of Suppliers
 - 4.5.4 Threat of Substitute Products
 - 4.5.5 Intensity of Competitive Rivalry
- 4.6 Insights on Impact of COVID-19 on the Market
- 4.7 Insights on Technological Innovations in the Market
- 4.8 Insights on Government Regulation in the Market

5 MARKET SEGMENTATION

- 5.1 By Type
 - 5.1.1 Freestanding Laundry Appliances
 - 5.1.2 Built-in Laundry Appliances
- 5.2 By Product
 - 5.2.1 Washing Machine
 - 5.2.2 Dryers
 - 5.2.3 Electric Smoothing Irons
 - 5.2.4 Others
- 5.3 By Technology
 - 5.3.1 Automatic
 - 5.3.2 Semi-Automatic/ Manual
 - 5.3.3 Others
- 5.4 By Distribution Channel
 - 5.4.1 Supermarkets and Hypermarkets
 - 5.4.2 Specialty Stores
 - 5.4.3 Online
 - 5.4.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Hitachi
 - 6.2.2 Panasonic
 - 6.2.3 Toshiba
 - 6.2.4 Sharp
 - 6.2.5 Whirlpool Corporation
 - 6.2.6 Electrolux Group
 - 6.2.7 Miele
 - 6.2.8 Haier Inc.
 - 6.2.9 LG Electronics

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

6.2.10 Midea Group Co.*

7 MARKET FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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 License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		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="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

