

Home and Garden in Japan

Market Direction | 2024-06-03 | 43 pages | Euromonitor

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Report description:

Overall home and garden in Japan saw a slight decline in current value terms in 2023, due to an increase in inflation, which dissuaded some consumers from purchasing such products. However, some categories continued to grow, as consumer confidence in Japan increased due to higher employment rates, with some people therefore having more disposable income to spend on their homes and outdoor spaces. Moreover, despite the economic uncertainties, some categories within home furnishings continued grow...

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 2028 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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Karcher dominates gardening due to innovation and its localised strategy

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