

Home Improvement in Japan

Market Direction | 2024-06-03 | 19 pages | Euromonitor

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Report description:

After a peak in sales in 2020 during the pandemic, home improvement in Japan turned to decline as sales normalised, with a slight fall in current value sales continuing in 2023; however, sales remained above the pre-pandemic level. Due to the shift towards a hybrid and remote work culture, many individuals now spend more time at home, prompting a desire to enhance comfort and functionality. In addition, the increasing prevalence of single-person households has fuelled demand for home restructuri...

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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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Euromonitor International
June 2024

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