

Japan Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 130 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 Home Appliances Market size is estimated at USD 28.01 billion in 2025, and is expected to reach USD 34.83 billion by 2030, at a CAGR of 4.45% during the forecast period (2025-2030).

The growing need for home appliances is because many adult members of Japanese families work full-time, making it easy for them to use smart appliances to lighten their workload from everyday tasks and other activities. The rising disposable income and high per capita income contribute to the increased demand for home appliances. In addition, Japan's growing elderly population finds that using domestic appliances to take care of the house rather than doing it the old-fashioned way is simple, practical, and easy. Several major companies in the Japanese market provide a range of items to meet the growing demands of consumers. Therefore, the market's expansion will be driven by the rising demand for household appliances.

The growing awareness of global warming and the effects of climate change led consumers to demand energy-saving and environmentally-friendly products, including household appliances. Technological innovation and product innovation, combined with the strong human resources of the Japanese domestic market, resulted in high-end, high-tech, intelligent, eco-friendly, and energy-saving household appliances. They save time, money, and the environment. Moreover, one of the factors driving the market's expansion is consumers' growing choice for eco-friendly and energy-efficient appliances. In the upcoming years, government campaigns to encourage the use of energy-efficient appliances throughout Japan are probably going to make this adoption much easier.

Japan Home Appliances Market Trends

Smart Home Appliances is Driving the Growth of the Market

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

The growth of the smart home appliances market is mainly driven by the increasing number of smart houses and the increasing internet penetration among users. Consequently, manufacturers are making significant investments to meet the growing demand for feature-rich smart solutions from Japanese consumers. Artificial intelligence-enabled smart air conditioners, washing machines, and refrigerators are growing in popularity. Voice commands are now widely used to operate a variety of appliances, including voice-activated smart home gadgets, such as virtual assistants. Home security systems with cutting-edge capabilities like facial recognition and remote monitoring are becoming more and more popular, improving homeowner convenience and safety. The Japanese market for smart home equipment is expanding as a result of these trends.

Japan's smart appliances market is witnessing rapid growth. A substantial number of consumers with high disposable income are spending on household appliances, including premium & smart appliances. Smart appliances are expected to grow faster than the rest of the market over the next few years. A lot of high-income consumers splurged on their home appliances, especially luxury and smart ones. Smart appliances will automatically send data to the utility company so they can make the most efficient use of their energy.

Increase in the Disposable Income is Contributing to the Growth of the Market

The growth of the Japanese household appliances market is driven by the improvement of the economic conditions and the rise in disposable income. The main effects of the high disposable income are the improved lifestyle and the increase in the purchasing power of the consumers. Household appliances became a part of everyday life. The Japanese household appliance market is expected to experience a surge in growth due to a variety of factors, such as improved standards of living, an increased need to simplify daily tasks, and an increase in disposable income. In recent years, the lifestyle of the population altered significantly due to the rise of working women, which led to a surge in consumer spending on premium and smart appliances. It led to an increase in the demand for these items among urban households due to their ability to save time, streamline the work process, and increase comfort.

Japan Home Appliances Industry Overview

The Japan Home Appliances Market is highly fragmented. The report covers major international players operating in the Japanese home appliances market. In terms of market share, some 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 tapping new markets. The major players dominating the market are Haier, Daikin, Hitachi, Panasonic, and Sharp.

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

4 MARKET DYNAMICS

4.1 Market Drivers

4.1.1 The Rise of Online Retail and E-Commerce Platforms

4.2 Market Restraints

4.2.1 The Risk of Fire and Electrical Short-Circuit in Electrical Appliances

4.2.2 High Power Consumption by Major Household Appliances

4.3 Market Opportunities

4.3.1 The Development of Energy-Efficient Technology

4.4 Porter's Five Forces Analysis

4.4.1 Bargaining Power of Suppliers

4.4.2 Bargaining Power of Buyers/Consumers

4.4.3 Threat of New Entrants

4.4.4 Threat of Substitute Products

4.4.5 Intensity of Competitive Rivalry

4.5 Impact of COVID-19 on the market

4.6 Insights on Consumer Buying Behaviour in the Home Appliances Market

5 MARKET SEGMENTATION

5.1 By Major Appliances

5.1.1 Refrigerators

5.1.2 Freezers

5.1.3 Dishwashing Machines

5.1.4 Washing Machines

5.1.5 Ovens

5.1.6 Air Conditioners

5.1.7 Other Major Appliances

5.2 By Small Appliances

5.2.1 Coffee or Tea Makers

5.2.2 Food Processors

5.2.3 Grills & Roasters

5.2.4 Vacuum Cleaners

5.2.5 Other Small Appliances

5.3 By Distribution Channel

5.3.1 Multi-brand Stores

5.3.2 Exclusive Stores

5.3.3 Online

5.3.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

6.1 Market Concentration Overview

6.2 Company Profiles

6.2.1 Haier

6.2.2 Daikin

6.2.3 Hitachi

6.2.4 Panasonic

6.2.5 Sharp

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 6.2.6 Electrolux
- 6.2.7 LG
- 6.2.8 Midea group
- 6.2.9 Bosch
- 6.2.10 Toshiba*

7 MARKET FUTURE TRENDS

8 DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Japan Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 130 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="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

