

# Dishwashers in Japan

December 2023

**Table of Contents** 

## Dishwashers in Japan - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Dishwashers is one of the most demanded appliances for time-saving Lower new housing starts leads to decline for built-in dishwashers Panasonic maintains its dominance

### PROSPECTS AND OPPORTUNITIES

Whether connectivity is necessary for dishwashers is questionable Convincing consumers of the sustainability of dishwashers Increasing the usage rate as well as the possession rate

#### **CATEGORY DATA**

- Table 1 Sales of Dishwashers by Category: Volume 2018-2023
- Table 2 Sales of Dishwashers by Category: Value 2018-2023
- Table 3 Sales of Dishwashers by Category: % Volume Growth 2018-2023
- Table 4 Sales of Dishwashers by Category: % Value Growth 2018-2023
- Table 5 Sales of Dishwashers by Format: % Volume 2018-2023
- Table 6 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
- Table 7 NBO Company Shares of Dishwashers: % Volume 2019-2023
- Table 8 LBN Brand Shares of Dishwashers: % Volume 2020-2023
- Table 9 Distribution of Dishwashers by Format: % Volume 2018-2023
- Table 10 Production of Dishwashers: Total Volume 2018-2023
- Table 11 Forecast Sales of Dishwashers by Category: Volume 2023-2028
- Table 12 Forecast Sales of Dishwashers by Category: Value 2023-2028
- Table 13 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
- Table 14 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

## Consumer Appliances in Japan - Industry Overview

### **EXECUTIVE SUMMARY**

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

## MARKET INDICATORS

- Table 15 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 16 Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

- Table 17 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 18 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 19 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 20 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 25 Sales of Small Appliances by Category: Volume 2018-2023
- Table 26 Sales of Small Appliances by Category: Value 2018-2023

- Table 27 Sales of Small Appliances by Category: % Volume Growth 2018-2023
- Table 28 Sales of Small Appliances by Category: % Value Growth 2018-2023
- Table 29 NBO Company Shares of Major Appliances: % Volume 2019-2023
- Table 30 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 31 NBO Company Shares of Small Appliances: % Volume 2019-2023
- Table 32 LBN Brand Shares of Small Appliances: % Volume 2020-2023
- Table 33 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 34 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 35 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 36 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 37 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 38 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 42 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 43 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 44 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 45 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 46 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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### **SOURCES**

Summary 1 - Research Sources

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