

Home Furnishings in Japan

May 2023

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Home Furnishings in Japan - Category analysis

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2022 DEVELOPMENTS

Home furnishings reaches maturity in Japan

Rugs valued by Japanese consumers for their adaptability as pieces of home décor

Private label lines help Nitori lead home furnishings

PROSPECTS AND OPPORTUNITIES

Minimalistic furniture expected to grow over the forecast period

Ageing population and foreign competition may impact the category

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DISCLAIMER

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