

Home Products Specialists in Japan

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Nitori extends its lead thanks to constant development

Cainz acquires variety stores player Tokyu Hands

The struggles of DCM

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Increasing demand likely to be hampered by the move to second-hand

Investment in back-end tech to improve digital activities

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New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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