EXECUTIVE SUMMARY
Home and garden in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA
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DISCLAIMER

SOURCES
Summary 1 - Research Sources

Home Improvement in Japan

KEY DATA FINDINGS

2022 DEVELOPMENTS
Home improvement sales remain higher than pre-pandemic with the rise in DIY projects
Demand for power tools higher than in the pre-pandemic period

PROSPECTS AND OPPORTUNITIES
Bathroom and sanitaryware likely to grow over the forecast period
Move towards rental may hamper growth in home improvement
Retail e-commerce likely to become a more prominent distribution channel

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Gardening in Japan

KEY DATA FINDINGS

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Gardening declines in 2022, but increases during the pandemic overall
Lawn mowers see an increase in demand
Kärcher gains traction due to new product development
PROSPECTS AND OPPORTUNITIES

The future is not very bright for gardening in Japan
Efficiency in preserving plant quality set to aid growth of herbicides
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CATEGORY DATA

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Homewares in Japan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Homewares sales increase in Japan over 2019-2022 due to “nesting” phenomenon
Demand for sustainable products drives growth
Traditionalism is a major trend in homewares

PROSPECTS AND OPPORTUNITIES

Sales of multifunctional homewares likely to increase
Home cooking trend expected to support growth in the category
Both online and offline retailers anticipated to gain consumer footfall

CATEGORY DATA

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Home Furnishings in Japan

KEY DATA FINDINGS

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
Consumers likely to focus on customisable furniture

CATEGORY DATA

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