



**Euromonitor
International**

Home Improvement in Japan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales decline due to high interest rates, inflation, and changes in consumer behavior
Toto on the right path while Fiskars comes to the fore with appealing hand tools
Home products specialists focus on offering improved shopping experiences as competition from e-commerce grows

PROSPECTS AND OPPORTUNITIES

Sales of other home improvement set to benefit from focus on smart home products
Sustainability concerns expected to drive sales of home improvement in Japan
Rising demand for multifunctional designs, eco-friendly materials, and e-commerce

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Home and Garden in Japan - Industry Overview

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DISCLAIMER

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