



Euromonitor  
International

# Dishwashers in Japan

January 2026

Table of Contents

## Dishwashers in Japan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales driven by dual-income households with children seeking convenience

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Panasonic's auto-dose dishwasher supports sales through convenience

Chart 2 - Analyst Insight

Built-in dishwashers dominates in Japan

Freestanding dishwashers sees growth in 2025

Chart 3 - Panasonic launches freestanding dishwasher with auto-dose function

#### WHAT'S NEXT?

Convenience and energy efficiency to drive future growth

Built-in dishwashers will maintain dominance

Smart features shaping future competitiveness

#### COMPETITIVE LANDSCAPE

Panasonic dominates with strong presence in built-in and freestanding dishwashers

Chart 4 - Panasonic launches freestanding dishwasher with tumbler and bottle holders

Innovative product launches drive growth and present opportunities

Chart 5 - Panasonic launches high-end front-loading built-in dishwasher model

#### CHANNELS

Builder merchants and construction dominates built-in dishwasher sales

Installation services sustain slow growth in retail e-commerce

#### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Japan - Industry Overview

### EXECUTIVE SUMMARY

Volume sales fall, but value growth driven by demand for energy efficiency and premiumisation

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Shifting consumer preferences drive sales in a challenging economic environment

Affordable drum-type washers disrupt laundry appliances in Japan

Chart 7 - Yamada Denki launches a washer dryer under JPY110,000, following Nitori.

Growth in air conditioners driven by energy efficiency, supported by circulators

Chart 8 - Sharp launches its first air circulator

#### WHAT'S NEXT?

Two paths emerge: affordability versus long-term value

Chart 9 - Analyst Insight

Record-breaking heat in Japan and its impact on consumer needs

Bridging the gap how brands win in beauty tech

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

Panasonic maintains dominance with broad portfolio presence  
Shark drives growth in vacuum cleaners with innovative products  
Potential M&A around Hitachi Global Life Solutions

## CHANNELS

Specialist retailers and e-commerce drive sales  
E-commerce continues to grow in consumer appliances

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030  
Chart 12 - PEST Analysis in Japan 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Japan 2025  
Chart 14 - Consumer Landscape in Japan 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dishwashers-in-japan/report](http://www.euromonitor.com/dishwashers-in-japan/report).