



Home Improvement in Japan

June 2025

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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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DISCLAIMER

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