

# Home and Garden in Japan

June 2025

**Table of Contents** 

## Home and Garden in Japan

#### **EXECUTIVE SUMMARY**

Home and garden in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for home and garden?

#### MARKET DATA

- Table 1 Sales of Home and Garden by Category: Value 2019-2024
- Table 2 Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 4 LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 6 Distribution of Home and Garden by Format: % Value 2019-2024
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2024
- Table 8 Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

#### Home Improvement in Japan

#### **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

#### CATEGORY DATA

- Table 10 Sales of Home Improvement by Category: Value 2019-2024
- Table 11 Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 13 LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 14 Distribution of Home Improvement by Format: % Value 2019-2024
- Table 15 Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

# Gardening in Japan

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Limited outdoor space in urban areas affecting participation in traditional gardening activities Innovation and sustainability redefine the gardening landscape Home improvement and gardening stores dominate sales in 2024

#### PROSPECTS AND OPPORTUNITIES

Eco-friendly gardening trends shaping the future of Japan's horticulture market

Innovative gardening solutions drive market growth in Japan

Sustainable solutions set to drive growth in Japan's home improvement gardening stores

#### **CATEGORY DATA**

Table 17 - Sales of Gardening by Category: Value 2019-2024

Table 18 - Sales of Gardening by Category: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Gardening: % Value 2020-2024

Table 20 - LBN Brand Shares of Gardening: % Value 2021-2024

Table 21 - Distribution of Gardening by Format: % Value 2019-2024

Table 22 - Forecast Sales of Gardening by Category: Value 2024-2029

Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

# Homewares in Japan

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sales benefit from the push towards healthy and efficient home cooking solutions

Competitive gains fueled by strategic expansion, digital integration, and consumer-centric innovation in Japan's homewares market Retailers focus on store expansions, omnichannel integration, and curated shopping experiences

## PROSPECTS AND OPPORTUNITIES

Homewares expected to face challenges over the forecast period

Innovation likely to be driven by concerns around sustainability and compact living

E-commerce expected to win further share

## **CATEGORY DATA**

Table 24 - Sales of Homewares by Category: Value 2019-2024

Table 25 - Sales of Homewares by Category: % Value Growth 2019-2024

Table 26 - Sales of Homewares by Material: % Value 2019-2024

Table 27 - NBO Company Shares of Homewares: % Value 2020-2024

Table 28 - LBN Brand Shares of Homewares: % Value 2021-2024

Table 29 - Distribution of Homewares by Format: % Value 2019-2024

Table 30 - Forecast Sales of Homewares by Category: Value 2024-2029

Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

## Home Furnishings in Japan

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Urbanisation, ageing population, and demand for multifunctional living solutions drives growth in home furnishings

Competition heats up as players invest in new innovations

E-commerce emerges as the most dynamic distribution channel in 2024

## PROSPECTS AND OPPORTUNITIES

Home furnishings set focus on maximising the use of limited space

Retailers responding to the latest trends to push sales

Sustainability and innovation set to inform demand in home furnishings

# **CATEGORY DATA**

- Table 32 Sales of Home Furnishings by Category: Value 2019-2024
- Table 33 Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 34 NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 35 LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 36 LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 37 Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

# 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/home-and-garden-in-japan/report.