



# Home Furnishings in Japan

June 2024

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## Home Furnishings in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Barbecues witnesses growth as it is a growing leisure activity  
Dining furniture impacted by single-person households and urbanisation  
Panasonic witnesses a brand share increase due to consumers' brand loyalty

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Preference for remote working expected to support growth of home office furniture  
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