



Home Improvement in Japan

June 2024

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Home Improvement in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home improvement supported by Japanese homes adapting to changing needs

Other cordless power tools maintains demand due to constant innovation

Many consumers continue to choose wallpaper as it is affordable and aesthetic

PROSPECTS AND OPPORTUNITIES

Kitchen sinks expected to witness growth as they are not just seen as functional

Wooden flooring expected to gain traction due to its various benefits

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DISCLAIMER

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