



Euromonitor  
International

# Home Improvement in Japan

June 2025

Table of Contents

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 1 - Sales of Home Improvement by Category: Value 2019-2024
- Table 2 - Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 5 - Distribution of Home Improvement by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

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 8 - Sales of Home and Garden by Category: Value 2019-2024
- Table 9 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 13 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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