



# 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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