



# Homewares in Japan

June 2024

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## Homewares in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Homewares witnesses growth due to increased cooking at home in 2023  
Melior design launches self-cleaning tableware to combat global water shortages  
Nitori leads homewares, as the brand is affordable and widely available

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Consumers demand sustainability in homewares, leading to innovation  
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