



**Euromonitor
International**

Homewares in Japan

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales benefit from the push towards healthy and efficient home cooking solutions
Competitive gains fueled by strategic expansion, digital integration, and consumer-centric innovation in Japan’s homewares market
Retailers focus on store expansions, omnichannel integration, and curated shopping experiences

PROSPECTS AND OPPORTUNITIES

Homewares expected to face challenges over the forecast period
Innovation likely to be driven by concerns around sustainability and compact living
E-commerce expected to win further share

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Home and Garden in Japan - Industry Overview

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DISCLAIMER

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