

Nitori Co Ltd in Home and Garden

August 2024

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Exposure to growth

Nitori has strong growth ambitions, and it is clear Asia Pacific is step one on that journey

Expansion into Southeast Asia

Careful digital investment in Southeast Asia

Aggressive expansion into China

N-SHIELD: Strong against scratches

Part of Nitori's thinking in innovation looks to be a reaction to the pressure on living spaces

N- Polda: Flexible and multifunctional

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Nitori's competitive relationship with IKEA

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Key summary

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