



Euromonitor
International

Home Products Specialists in Japan

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nitori extends its lead thanks to constant development

Cainz acquires variety stores player Tokyu Hands

The struggles of DCM

PROSPECTS AND OPPORTUNITIES

Increasing demand likely to be hampered by the move to second-hand

Investment in back-end tech to improve digital activities

Sustainability begins to take root

CHANNEL DATA

Table 1 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 - Sales in Home Products Specialists by Channel: Value 2018-2023

Table 4 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 5 - Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 6 - Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 7 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 8 - Home Products Specialists LBN Brand Shares: Selling Space 2020-2023

Table 9 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 10 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 11 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 12 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

Retail in Japan - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Private label development key for retailers to stay competitive

New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

Mother's Day

Father's Day

Summer bargains

Halloween

Black Friday and Cyber Monday

Christmas and year-end bargains

MARKET DATA

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 14 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 15 - Sales in Retail Offline by Channel: Value 2018-2023

Table 16 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 17 - Retail Offline Outlets by Channel: Units 2018-2023

Table 18 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 23 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 31 - Retail GBO Company Shares: % Value 2019-2023

Table 32 - Retail GBN Brand Shares: % Value 2020-2023

Table 33 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 34 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 35 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 36 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 38 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Grocery Retailers LBN Brand Shares: Selling Space 2020-2023

Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 45 - Non-Grocery Retailers LBN Brand Shares: Selling Space 2020-2023

Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 47 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 48 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 49 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 50 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 51 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 52 - Forecast Sales in Retail E-Commerce by Channel: Value 2023-2028

Table 53 - Forecast Sales in Retail E-Commerce by Channel: % Value Growth 2023-2028

Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 55 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 56 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 57 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 58 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 59 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 61 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 63 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 65 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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