

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

PROSPECTS AND OPPORTUNITIES

Consumers demand sustainability in homewares, leading to innovation
Cookware expected to grow due to demand for functional and high-quality products

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DISCLAIMER

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