

# Japan Home Furnishing Market: Size, Trends and Forecasts (2016-2020)

May 2016



# Japan Home Furnishing Market Report

## Scope of the Report

The report titled “Japan Home Furnishing Market: Size, Trends and Forecasts (2016-2020)” provides an in-depth analysis of the Japan home furnishing market with detailed analysis of market size and growth. The report also provides market size of each segment of the market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall Japan home furnishing market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in the Japan home furnishing market is stiff and dominated by the big players like Nitori Holdings Co., Ltd. Further, key players of the home furnishing market, Ikea Group and Otsuka Kagu, Ltd., are also profiled with their financial information and respective business strategies.

## Company Coverage

- Nitori Holdings Co., Ltd.
- Ikea Group
- Otsuka Kagu, Inc.

# Japan Home Furnishing Market Report

## Executive Summary

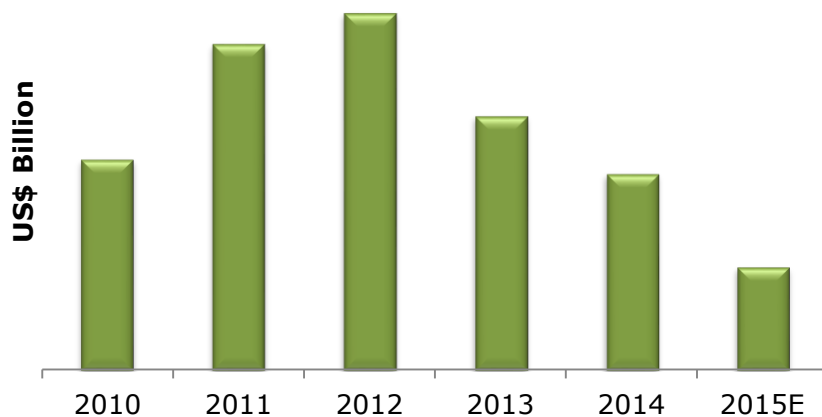
Home furnishings market includes manufacturers of furniture, upholstery, carpets, wall coverings, and bedding, as well as soft home furnishings such as bedspreads and other bed-related items, linens, tablecloths, and candles. The industry is unregulated except for standard state and federal regulations against deceptive sales practices and laws that regulate the use of credit financing.

The Japan home furnishing market increased at a significant CAGR during the span of 5 years, i.e. 2010-2015 and projections are made that the market would rise in the next five years, i.e. 2016-2020 tremendously. The upsurge in the market was due to the increased new housing construction and increase in per capita disposable income.

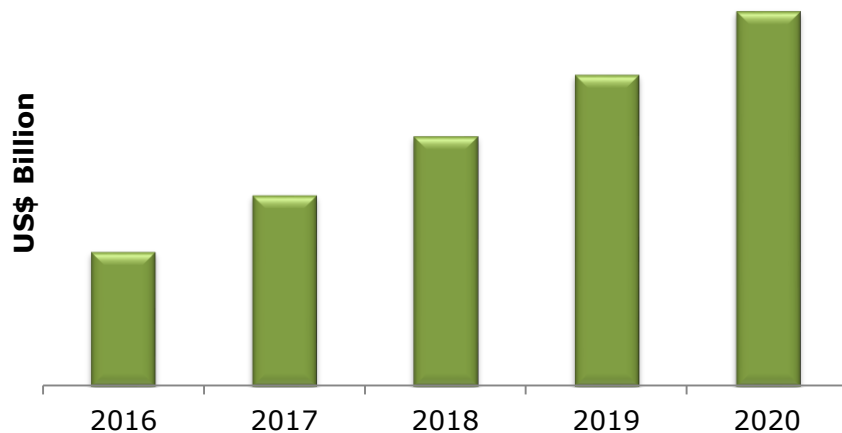
The major growth drivers for the Japan home furnishing market are: increase in the number of households, population migration and rise consumer expenditure on home furnishing products. Despite the market is governed by various growth drivers, there are certain challenges faced by the market, such as, decline in marriages/divorces, consumption tax hike and some business challenges faced by the companies operating in the market.

# Japan Home Furnishing Market Overview

Japan Home Furnishing Market by Value;  
2010-2015E



Japan Home Furnishing Market by Value;  
2016E-2020E

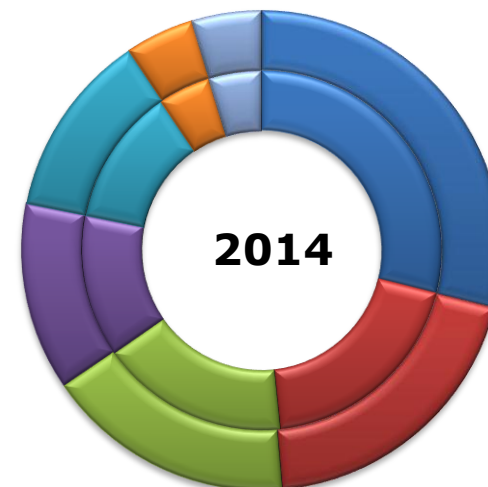


The Japan home furnishing market in 2014 is estimated to have reached US\$... billion, down by ...% as compared to 2014. This market is forecasted to reach US\$.....billion in 2020, at a CAGR of ...%.The factors affecting the market include number of households,..., marriages/divorces,... and consumption tax. There are seven segments of the Japan home furnishing market, of which .... is the largest segment. The .... Segment accounted ...% share in the market in 2014 and is expected to have maintained the share in 2015 as well.

(Note: Market is rising in terms of the domestic currency (JPY).)

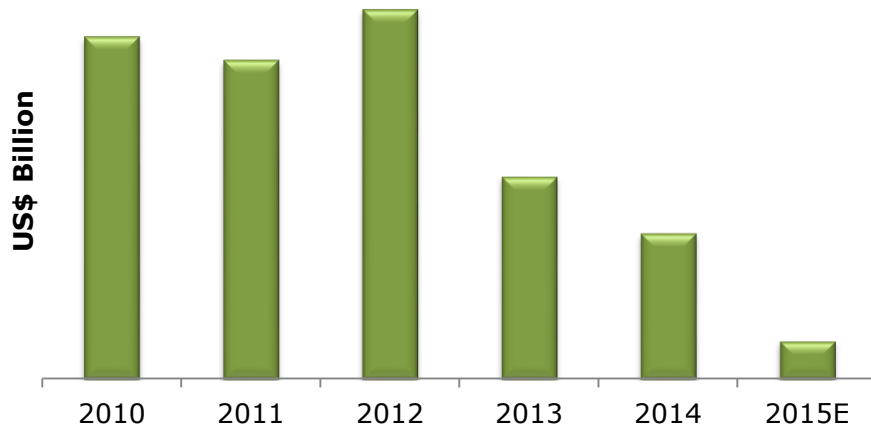
Japan Home Furnishing Market by  
Segments; 2014-2015E

2015E

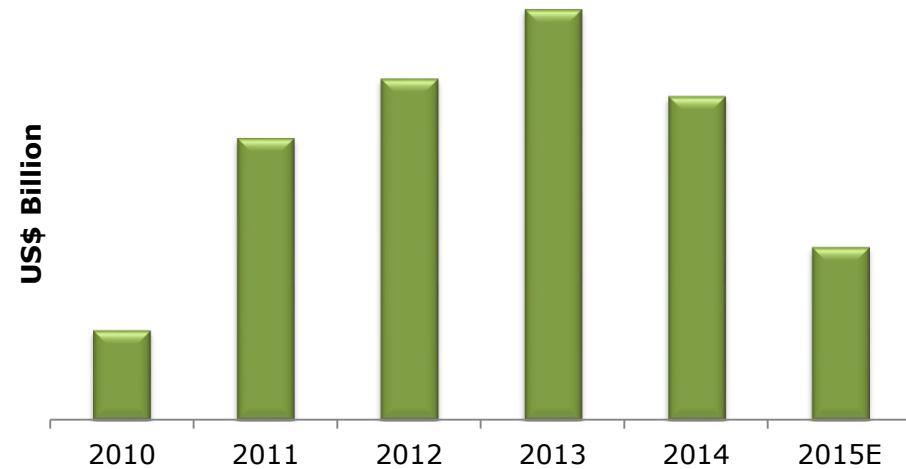


# Japan Home Furnishing Market Segments Overview

Japan Home Furniture Market by Value;  
2010-2015E



Japan Bed Linen Market by Value;  
2010-2015E

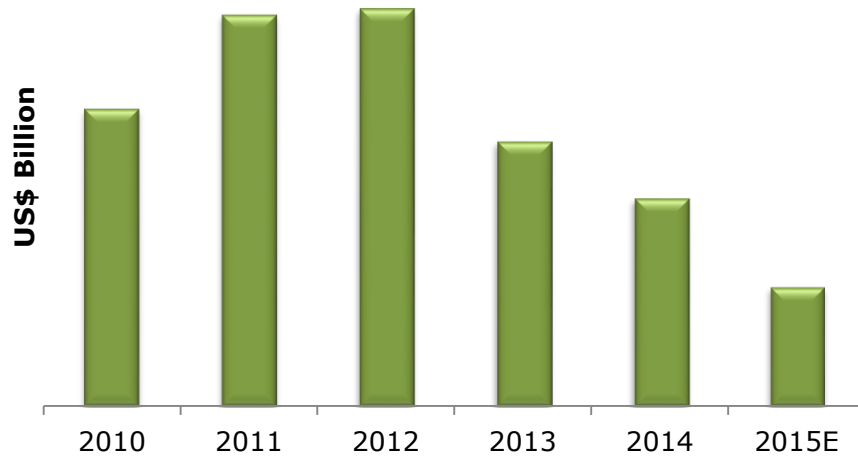


The Japan home furniture market depicted an increase till 2012, but since 2013 the market has declined and reached US\$... billion in 2014. The market is anticipated to have further declined by ...% to US\$.... billion in 2015.

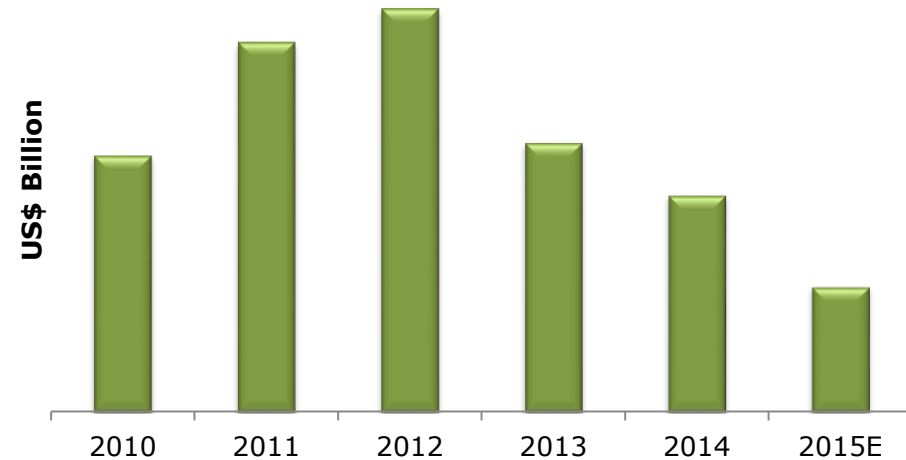
The Japan bed linen market increased to US\$... billion in 2013 from US\$... billion in 2010, but in 2014, the market represented a drop of ...% and amounted to US\$... billion. The market is expected to have declined to US\$... billion in 2015.

# Japan Home Furnishing Market Segments Overview

Japan Interior Fabric Market by Value ;  
2010-2015E



Japan Home Lighting Fixtures Market by  
Value ; 2010-2015E



The Japan interior fabric market was valued at US\$... billion in 2014 which is expected to have declined by ...% to US\$... billion in 2015.

The Japan home lighting fixtures market was valued at US\$... billion in 2014 and is anticipated to have declined to US\$... billion in 2015 by ....%.

# Competitive Landscape

## Outline of Major Players of the Japan Home Furnishing Market

Company	No. of Stores	Region
Nafco (Home Center)	XX	XXX
Nitro HD	XX	XXX
BALS	XX	XXX
Shimachu (Home Center)	XX	XXX
Big Wood	XX	XXX
Tokya Interiors	XX	XXX
Yamashin	XX	XXX
ACTUS	XX	XXX
Hattori Kagu Center	XX	XXX
Otsuka Kago	XX	XXX
Kenetaya	XX	XXX
Manabe Interior Hearts	XX	XXX
Kaguno Taishado	XX	XXX
Furniture Dome	XX	XXX
Ikea Japan	XX	XXX
Yukawa Kagu	XX	XXX
Sakodo	XX	XXX
Maruachi Furniture Access	XX	XXX
Yamashita Furniture	XX	XXX
Okamoto Sohonten	XX	XXX
Cassina IXC	XX	XXX

Source: J.P. Morgan