

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

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## Abstracts

### 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.

### 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.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

- 2.1 Introduction to Home Furnishing Market
  - 2.1.1 Home Furnishing Market Segments
  - 2.1.2 Home Furnishing Market Retailers
  - 2.1.3 Home Furnishing Market Customers
  - 2.1.4 Home Furnishing Market Workers
- 2.2 Global Home Furnishing Market Overview
- 2.3 Japan Home Furnishing Market Segments

### 3. JAPAN MARKET ANALYSIS

- 3.1 Japan Home Furnishing Market by Value
- 3.2 Japan Home Furnishing Market by Segments
  - 3.2.1 Japan Home Furniture Market by Value
  - 3.2.2 Japan Bed Linen Market by Value
  - 3.2.3 Japan Interior Fabric Market by Value
  - 3.2.4 Japan Home Lighting Fixtures Market by Value
  - 3.2.5 Japan Kitchen Ware/Table Ware Market by Value
  - 3.2.6 Japan Towel Goods Market by Value
  - 3.2.7 Japan Home Wear Market by Value

### 4. MARKET DYNAMICS

- 4.1 Growth Drivers
  - 4.1.1 Increasing Number of Households
  - 4.1.2 Population Migration
  - 4.1.3 Rise in Consumer Spending on Home Furnishing Products
- 4.2 Challenges
  - 4.2.1 Decline in Marriages/Divorces
  - 4.2.2 Consumption Tax Hike
  - 4.2.3 Business Challenges
- 4.3 Market Trends
  - 4.3.1 Consumer Preferences
  - 4.3.2 Three Major Motives of Home Furnishing Products Demand

- 4.3.3 Housing Construction Recovering
- 4.3.4 Business Trends
- 4.3.5 Home Furnishing Industry Opportunities

## **5. COMPETITIVE LANDSCAPE**

## **6. COMPANY PROFILING**

- 6.1 Nitori Holdings Co., Ltd.
  - 6.1.1 Business Overview
  - 6.1.2 Financial Overview
  - 6.1.3 Business Strategy
- 6.2 Ikea Group
  - 6.2.1 Business Overview
  - 6.2.2 Financial Overview
  - 6.2.3 Business Strategy
- 6.3 Otsuka Kagu Ltd.
  - 6.3.1 Business Overview
  - 6.3.2 Financial Overview
  - 6.3.3 Business Strategy

## List Of Figures

### LIST OF FIGURES

Figure 1: Furniture Market Value Chain

Figure 2: Home Furnishing Accessories Market Value Chain

Figure 3: Global Home Furnishing Market Top Producers, Exporters and Importers

Figure 4: Japan Home Furnishing Market by Value; 2010-2015E (US\$ Billion)

Figure 5: Japan Home Furnishing Market by Value; 2016E-2020E (US\$ Billion)

Figure 6: Japan Home Furnishing Market by Segments; 2014-2015E (%)

Figure 7: Japan Home Furniture Market by Value; 2010-2015E (US\$ Billion)

Figure 8: Japan Bed Linen Market by Value; 2010-2015E (US\$ Billion)

Figure 9: Japan Interior Fabric Market by Value; 2010-2015E (US\$ Billion)

Figure 10: Japan Home Lighting Fixtures Market by Value; 2010-2015E (US\$ Billion)

Figure 11: Japan Kitchen Ware/Table Ware Market by Value; 2010-2015E (US\$ Billion)

Figure 12: Japan Towel Goods Market by Value; 2010-2015E (US\$ Billion)

Figure 13: Japan Home Wear Market by Value; 2010-2015E (US\$ Billion)

Figure 14: Japan Total Number of Households; 2010-2020E (Million)

Figure 15: Tokyo Population Influx; 2012-2015E (Thousand Persons)

Figure 16: Japan Consumer Spending on Home Furnishing Products; 2013-2Q2015 (%)

Figure 17: Japan Number of Cases of Marriages/Divorces; 2000-2015E (Thousand)

Figure 18: Japan Home Furnishing Market by Buyer Motive' 2015(%)

Figure 19: Japan Housing Construction YoY Growth; 2012-2016E (%)

Figure 20: Nitori Holdings Co., Ltd., Net Sales; 2011-2016 (US\$ Billion)

Figure 21: Ikea Group Total Revenue; 2011-2015 (US\$ Billion)

Figure 22: Ikea Group Sales by Region; 2015 (%)

Figure 23: Otsuka Kagu Ltd., Net Sales; 2011-2015 (US\$ Million)

Figure 24: Otsula Kagu Ltd., Net Sales by Segments; 2015 (%)

Table 1: Japan Home Furnishing Market Segments

Table 2: Nitori Holdings Co., Ltd. Sales, Customer Traffic & Average Sales per Customer YoY Growth

Table 3: Outline of Major Players of the Japan Home Furnishing Market

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