

Nitori Co Ltd in Home and Garden (Japan)

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Abstracts

Nitori appears set for a strong performance in the forecast period, with the company benefiting from trends that it has supported or even instigated. The fast fashion décor concept in particular is likely to remain strong, with Japanese consumers being increasingly open to updating their homes in line with changing home fashion trends. Nitori's low prices, frequently-updated stock, online design magazine and in-store replica room displays mean that the chain is perfectly positioned to capitalise...

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