

Japan Home Textile - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

<https://marketpublishers.com/r/J1CAEAD464A7EN.html>

Date: July 2024

Pages: 150

Price: US\$ 4,750.00 (Single User License)

ID: J1CAEAD464A7EN

Abstracts

The Japan Home Textile Market size is estimated at USD 10.04 billion in 2024, and is expected to reach USD 12.55 billion by 2029, growing at a CAGR of 4.57% during the forecast period (2024-2029).

Japan's home textile market is observing an increase in market size over the years with each segment observing a positive growth. The changing lifestyle of people and their urge to decorate and furnish the house with the newest is increasing the demand for home textiles. Home fashion over the period had emerged as a separate segment with rising consumer consciousness towards high-quality living and an increasing number of retailers entering the market to meet the rising demand.

Bed linen, bath spread, and upholstery are among the segments of home textiles in Japan, having the largest market size. Rising urbanization in the country is creating a positive externality for further increasing the sales of home textiles in the market with increasing residential spaces. Sapporo, Hiroshima, Kyoto, and Tokyo are among some of the major cities in Japan driving home textile sales. Post-COVID-19, the increase in the size of bedroom and living room furniture is further driving the market growth.

An increase in E-commerce business and online shopping trends is resulting in a rising home textile market value in Japan. Rising residential real estate in the country with an increasing household income is further expected to drive the demand for home textiles in Japan by the residential segment.

Japan Home Textile Market Trends

Growth of E-Commerce is Driving the Market

Japan has witnessed significant growth in e-commerce in recent years. The increase in the development of e-commerce is also supported by the high penetration of the Internet across the country. The sale of home textiles is booming due to e-commerce. E-commerce offers a wide variety of home textiles and helps the company reach a diverse customer base across the globe. The Japanese textile has appropriate strengths and advanced product development capabilities and sewing techniques that produce high-performance fibers and traditional craftsmanship. These factors help the home textile grow in Japan.

Growth of Residential Renovation is Boosting the Market

Residential renovation is growing steadily in Japan. A recent trend observed in the market is manufacturers are concentrating on introducing new products in innovative ways, which are projected to propel the Japanese home textile market growth. Rising consumer awareness regarding good interior decor and remodeling has led to an increase in demand for bed linen, thereby driving the market for home textiles.

Japan Home Textile Industry Overview

The report covers major national and international players operating in the Japanese home textile market. In terms of market share, few of the major players currently dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets. Some of the key players in the market are Ralph Lauren, Veken Holding Group Co., Ltd., Evezary, KB Textile Co., Ltd., and Toyoshima & Co. Ltd.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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