

Home Fashion Market in Japan: Key Research Findings 2016

◆ Research Outline

Yano Research Institute has conducted a study on the home fashion market with the following conditions:

1. Research period: August to October, 2016
2. Research target: Manufacturers, wholesalers and retailers in the business of home fashion industry
3. Research methodologies: Face-to-face/telephone interviews by the expert researchers, interviews via telephone, and literature research

<What is the Home Fashion Market?>

The home fashion market in this research consists of the following seven categories: Bed linen/beddings, Towel goods, Nightwear/home wear, Home-use furniture, Interior fabrics, Home-use lighting fixtures, and Kitchenware/tableware. These categories are generally used for households, but some home-use furniture and kitchenware/tableware include demands from companies.

◆ Key Findings

■ Home Fashion Retail Market in 2015 Attained 3,507.0 Billion Yen, 102.1% of Size of Previous Year

Retail size of the home fashion market in 2015 achieved 3,507.0 billion yen, 102.1% of the size of the previous year. The entire home fashion retail market has been driven by the kitchenware/tableware, due to consumers' rising interests in foods, growing number of overseas brands with superior functions and designs, and increasing number of TV cooking programs that encouraged the sales of kitchen tools and other products in the kitchenware/tableware category.

Some specialty-store brands have gained popularity by expressing and promoting their ways of sophisticated lifestyles from all aspects of food, clothing and shelter, which raised the market of home-use furniture.

■ Exploration of New Demands by Providing Value-Added Services Attracting Attention in 2016

The home fashion retail market in 2016 is projected to attain 3,574.0 billion yen, 101.9% of the size of the previous year. There has been enhancement of services in the market, for instance, GMS (general merchandizing stores) have prepared a space for customers to try the products, and some retail shops have suggested attractive lifestyles to match each of the customers according to their lives. Such attempts show how the market players are focusing not only on providing products but also some value-added services, expecting them to develop into new demands.

◆ Report Format:

Published report: "Home Fashion Brand Market 2016"

Issued on: October 31, 2016

Language: Japanese

Format: 592 pages in A4 format

Price: 125,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

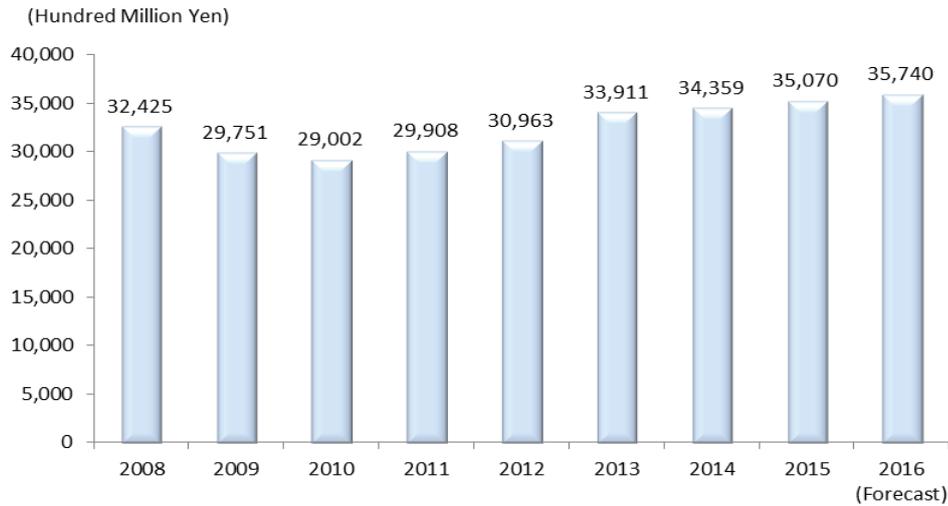
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

■ **Figure & Table 1: Transition of Size of Home Fashion Retail Market**



(Hundred Million Yen)

Hundred Million Yen	2008	Y-o-Y	2009	Y-o-Y	2010	Y-o-Y	2011	Y-o-Y	2012	Y-o-Y	2013	Y-o-Y	2014	Y-o-Y	2015	Y-o-Y	2016 (Forecast)	Y-o-Y
Bed linen/beddings	4,878	94.6%	4,681	96.0%	4,708	100.6%	4,918	104.5%	5,123	104.2%	6,543	127.7%	6,699	102.4%	6,920	103.3%	6,900	99.7%
Towels	1,620	98.8%	1,525	94.1%	1,445	94.8%	1,480	102.4%	1,560	105.4%	1,630	104.5%	1,625	99.7%	1,600	98.5%	1,610	100.6%
Nightwear/home wear	1,661	95.2%	1,417	85.3%	1,445	102.0%	1,517	105.0%	1,482	97.7%	1,586	107.0%	1,625	102.5%	1,650	101.5%	1,700	103.0%
Home-use furniture	10,020	92.7%	9,206	91.9%	8,491	92.2%	8,815	103.8%	9,215	104.5%	9,700	105.3%	9,923	102.3%	10,200	102.8%	10,700	104.9%
Interior fabrics	6,031	92.5%	5,368	89.0%	5,404	100.7%	5,458	101.0%	5,566	102.0%	5,782	103.9%	5,822	100.7%	5,840	100.3%	5,830	99.8%
Home-use lighting fixtures	4,100	96.0%	3,879	94.6%	3,840	99.0%	3,975	103.5%	4,125	103.8%	4,340	105.2%	4,400	101.4%	4,440	100.9%	4,470	100.7%
Kitchenware/tableware	4,115	93.4%	3,675	89.3%	3,669	99.8%	3,745	102.1%	3,892	103.9%	4,330	111.3%	4,265	98.5%	4,420	103.6%	4,530	102.5%
Home Fashion Retail Market Size (Total)	32,425	93.9%	29,751	91.8%	29,002	97.5%	29,908	103.1%	30,963	103.5%	33,911	109.5%	34,359	101.3%	35,070	102.1%	35,740	101.9%

Survey by Yano Research Institute

Notes:

1. The market size is based on the retail amounts.
2. This research basically targets the items used for households, but some home-use furniture and kitchenware/tableware include demands from companies.
3. The market size of “Bed linen/beddings” and “Nightwear/home wear” from 2008 to 2013 are extracted from the data by NIHON SHINSO SINBUN CO.,LTD. The market size in 2014 and beyond is estimated by Yano Research Institute.
4. The market size of Interior fabrics is calculated based on fiscal years.

■ **Reference: Seven Categories that Consist Home Fashion Market**

Major 7 Categories	Major Items
Bed linen/beddings	Bed sheets, bedding-related covers, beddings, blankets, pillows, etc.
Towel goods	Towel products, toweling, etc.
Nightwear/home wear	Pajamas, night dresses, robes, lounge wears, etc.
Home-use furniture	Chests, chest of drawers, chairs, shelves, beds, sofas, dining tables, etc.
Home-use lighting fixtures	Installed, on-the-table, pendant-type, and other types of lighting fixtures
Interior fabrics	Curtains, blinds, screens, carpets, rugs, wallpapers, etc.
Kitchenware/tableware	Tableware, glasses, cutlery, kitchen tools, etc.

Survey by Yano Research Institute