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Household Products

— including Sundries, Novelty Gift and Gift Items —

Introduction

The subject of this market research report is “Household products”. Naturally, the category is broad, and includes a wide range of goods, such as tableware, kitchenware and bath items and toiletry stationery, as well as products for living room and dining room use which are not sold in kitchenware stores, hardware shops, home centers, do-it-yourself stores, 100 yen shops or in supermarkets. These products demonstrate a degree of individuality, as characterized by any of the following descriptions.

- Products with a sense of fashion and style
- Products of a hobby-like nature or with a popular following to them
- High value-added products, available only in specialty stores
- Unique, ingeniously designed high-quality products
- Products possessing a sense of comfort, warmth and charm
- Highly artistic products
- Products with special functions

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Yen - Dollar Exchange Rates

Year	Yen / US\$
1996	109
1997	121
1998	131
1999	114
2000	108

Source: Bank of Japan, "Financial and Economic Statistics Monthly"

Summary

Bunkaya Zakka-ten and Orange House, both household goods stores, opened in Tokyo in 1974. These stores were prototypes for shops carrying the new style of household goods covered in this report. However, rather than them seizing the opportunity to expand this industry into a major business, two other stores, Afternoon Tea and F.O.B. COOP, both of which opened in Tokyo in 1981, propelled the industry forward. The appearance of these companies raised consumer interest, increased the number of shoppers and, at the same time, precipitated the opening of privately owned household goods stores.

In 1987, the opening of Shibuya Loft illustrated that household goods, which lacked appeal from a profit perspective when compared to clothes and other fashion items, could translate into big business. This was the incentive for major companies from other industries to join this field and for well-known foreign firms in the industry to enter the Japanese market. In 1994, the well-established London firm, The Conran Shop, opened in Japan. What it created was not only a feeling of household goods and furnishings being one and the same, but it also gave household goods stores, which up until then were frequented mainly by young women, an image of quality and maturity. This resulted in a considerable increase in the number of household goods retailers.

In addition to the opening of The Conran Shop, the 1990s saw continued appearances of “lifestyle” shops which offered goods related to a specific lifestyle theme. This resulted in not only a significant increase in the number of retailers, but it also led to a larger variety of products. As the keen eye of the consumer became ever more demanding, severe competition arose, weeding out shops that lacked individuality, and forcing them out of the market.

Ecology also has been a recent trend in this market. With the universal move towards ecological consciousness, products boasting naturalness and simplicity are gaining popularity following a desire for the same. A particular boom has started among Asian products which, not surprisingly, seem to provide a special feeling of naturalness and simplicity among the Japanese.

Efforts continue among retailers to purchase directly from domestic manufacturers or to import directly, and avoid going through wholesalers. As a way of emphasizing their individuality, and keeping their survival in mind, shops are devoting a lot of energy into unearthing new products.

I. Market Overview

A. Scale of Market

In Japan, all the “small, various sundry products used in everyday life” are commonly called “zakka,” a term which encompasses household goods, daily necessities and sundries. However, the specific range of products covered by this term is unclear. According to the Ministry of Economy, Trade and Industry, the following eleven products fall under the definition of “zakka,” hereafter referred to as household products:

- Light sheet metal products
- Glass products
- Ceramics and simple china
- Fine ceramics
- Enamelware
- House furnishings
- Musical instruments
- Stationery
- Toys
- Leather products
- Leather shoes

However, this definition does not include products made from materials such as bamboo, cane, cloth and plastics, as well as various, small sundry goods being sold at hardware stores and kitchenware stores.

From this ambiguity, it is difficult to determine a monetary value for the entire Japanese market. According to industry participants, however, the market is valued at around 3,000 billion yen if all products recognized as household goods are included.

With the appearance of 100-yen shops (all goods are priced at 100 yen) which primarily sell household goods, competition has intensified in recent years. As a result, more companies are attempting to reduce production costs by commissioning production in foreign countries, especially in Asia. These commissioned goods are then imported along with other foreign products. It is presumed that imported products make up nearly half of the total market value.

B. Stores with Character and Originality

1. Historical Background

What are known today as household goods stores in Tokyo originated with the

appearance of the store Takumi in 1933 in the Ginza district of Tokyo, followed by the opening of Beniya Mingeiten in 1965. Today, they are known as household goods stores, but at the time, they were called folk handicraft stores. The present day model came about in 1974 with the opening of Bunkaya Zakka-ten and Orange House. The Japanese word for general household goods came about from Bunkaya Zakka-ten and Orange House.

Bunkaya Zakka-ten was created by a graphic designer, who tried his hand at running a business, the store provided all everyday items, including toys, as a part of household goods, not just hardware and kitchenware, and thus the term was born.

On the other hand, Orange House, created by Kensuke Ishizu, the president of the famous clothing manufacturer Van Jacket Inc., came up with the vision of displaying and selling in one store all the products involved in a family's daily life—from cutlery and plates, to buckets and other items used in the kitchen, to socks, and even stationery.

A combination of the concepts of these two stores resulted in the opening of SAZABY's Afternoon Tea in 1981. Western European imports up to that time were primarily expensive brand name products such as tableware. What Afternoon Tea did was display the products used in the daily lives of Western Europeans, products such as bowl-like café au lait mugs, cups and saucers from "Wood & Sons", bath towels from "Taf", in store windows, thereby showing their unique concept to the public at large. The in-shop café corner also garnered a lot of attention, so much so that having a café corner in stores became almost mandatory throughout the industry. Another interesting retailer, F.O.B COOP, appeared on the scene in 1981 and soon established a reputation as a trendsetter. By this time, the level of awareness for these products began to increase and be publicized. As the number of people interested in such items grew with successive store openings, the popularity of the genre grew among young women. In this climate of growing popularity, Ryohin Keikaku Co., Ltd. (brand name Mujirushi-Ryohin and MUJI) appeared in 1983.

In 1987, Shibuya Loft opened in Tokyo, and as a so called department store entirely dedicated to household goods, it drastically changed the general attitude towards these kinds of shops. Shibuya Loft, a venture of major department store Seibu, made a strong impression on the industry, showing that this new sector was now big business, regardless of its weaker appeal, from a business or profit standpoint, when compared to industries such as apparel. From that point forward, large enterprises in other industries entered the market, joined by well-known overseas retailers in 1990, providing numerous shops with a large variety of products. Between 1986 and 1990 in particular, the industry got an extra boost from the bubble economy, and was quite active.

In 1991, the burst of the "Japan's" economic bubble created an unprecedented recession in which the industry strongly felt the effects of decreased consumer spending. However, despite these conditions, in 1992, the former furniture maker Bals opened "Franc Franc" in the new and

fashionable Tennozu Isle area on the Tokyo waterfront with the slogan “providing you with all the important elements for creating the living space in which to spend your valuable time.” The company initially targeted young working women, a strategy which paid off as the store eventually garnered strong loyalty from women in their twenties, in particular, since The Conran Shop, which opened just two years later, was substantially out of their price range.

In 1994, a long-established London-based organization opened The Conran Shop, a large-scale, general interior decorating store, in the Shinjuku area of Tokyo. This was followed by Madu, promoting the concept of combining French provincial tableware with Japanese tableware, and Catherine Memmi, which sold products from France. This series of openings resulted in an increase in household stores that had a sense of maturity and quality about them.

In addition to importing products from Western Europe, F.O.B. COOP Co., Ltd. in 1999 signed a licensing contract with Itochu Fashion System Co., Ltd. and developed unique products under its own name, F.O.B COOP and in department stores. This is an example of expansion and promotion of products made in Japan. Another development characteristic of the trends of 1999 was that of so-called “select shops” of apparel manufacturers. These stores combine household goods and clothes, and are indicative of the expansion in this industry. The year 2000 brought with it a boom in Asian household products which steadily fostered a growing number of faithful followers, and further strengthening their established popularity.

2. The Current State of the Industry

The above shows general developments in the Japanese household goods industry. According to industry participants, this development can be divided into the following stages:

- The years up to 1980 were the dawn of the industry
- The first boom was during 1981-1986, a time considered the birth of the industry
- The second boom during 1987-1991 saw the industry grow and develop
- The third boom began in 1992, bringing with it a period of maturity
- The industry is now reaching its maximum threshold

The number of shops selling household goods shops has continued to grow. According to publisher Shufunotomo Co., Ltd.’s household goods catalog, “Zakka Katarogu,” industry growth was apparent just by looking at the year spanning late October 1998 to mid-October 1999. In four cities, a total of 55 stores opened (42 in Tokyo, two in Yokohama, six in Osaka and five in Kobe), each with their own personality and originality. All of these stores took advantage of the current trend in Asian products and focused product lines in that direction. Because the number of stores in areas outside major cities had also been growing to some degree, it can be assumed that the total number of stores is quite large. Since there was already being a large number of shops

existing in the four major cities mentioned above, it was inevitable that competition would become more severe.

Since the burst of the “Japan’s” economic bubble, a wider variety of products have been introduced, reflecting changes in consumer tastes. Consumers have developed a more discerning eye for products, and various stores with unique products in different price ranges have opened. With the prevalence of comparison-shopping for everyday products, the choice of stores is tremendous, and this translates into severe competition. As a result, some shops went out of business in the period from 1999 to 2000. Shops selling somewhat impractical products, despite their high quality, or those with items that were too expensive were forced to close, as were shops that were once considered spectacular, or even those with a long history.

It is difficult to gain this business. Products are not sold in large volume, moreover, with low unit prices, the sales levels per area of floor space (per 3.3 square meters for this report) are not particularly high. Additionally, most large businesses only open branch stores in cities with a population base of more than 100,000 since levels under this would provide too limited a customer base. However, one factor contributing to the increasing number of shops in recent years is that companies, aiming to take advantage of scale merit, are lowering this minimum population base standard, resulting in the opening of more shops. Meanwhile, there are also successful diversified businesses from other industries in regional locations. These businesses have ridden the wave of the household product boom, and together with nationwide expansion by well-known stores, the number of such enterprises is expected to increase.

Looking at the overall perspective of the industry in Japan, it should be noted that there are a growing number of young, individual owners who open small shops securely with limited investment capital. In the midst of a economic recession and increasing competition, they compete by emphasizing their individuality and originality. On the other hand, there are the big businesses with their strong marketing advantages. Large household goods stores, making everything and anything available, are blurring the distinction between the furniture and apparel industries, and are taking advantage of the opportunities provided by increasing scale and combining merchandise. Thus, the industry continues in this rather highly polarized environment.

II. Countries of Origin and Their Household Products

The range of products available at stores differs, with the collection at each reflecting the store's individuality and personality. Overall, however, there are astonishingly broad variety of products. Just as an example, one particular major general household goods store has a product line of 1,500 items, while another well-known shop has a product line of 1,000 items.

These products predominantly originate in Asia, Europe, and the United States, but items from Australia and from some countries in Africa are also included. For companies with chains of household goods stores, the average number of countries with which they conducted trade was 15; there are even some cases in which that figure reached as high as 30. Some well-known shops deal with more than 100 foreign companies. Unfortunately, the total quantity and the total value of the sort of imported products covered in this research report could not be clearly determined. To provide an idea of what items are being imported, the following shows examples of products available at household goods stores in Tokyo.

Table 1. Imported Household Goods
As Seen in Household Goods Stores in Tokyo (selected sample only)

Country	Items
China	Qing Period Tea Ceremony goods, ceramic spoons, porcelain bowls, mug, yellow glass, small tea leaf jars, tumblers and plates (melamine resin), terra cotta crocks, other resin products, toys, baskets, knit shoulder bags, pouches, lantern, telephone tables, long cane vases, magazine racks, desktop calendars, toasters, mobile phone bags, stationery, coasters, hardened-straw slippers, hand-held fans with cases, ice cream makers, ice cream servers, Chinese tea sets, fruit cutters, dish clothes, electric kettles, kitchen scales
Philippines	Bamboo stools, cotton blankets, thin cotton shoes, caps, flower vases, tissue trays, metal wine racks, bottle holders, shells and silver pendants
Thailand	Bread boxes, paper holders, stools, child tables, envelopes, plastic bath chairs, candy boxes, lamps, stainless steel ashtrays, plastic bowls, multi-purpose blankets, bathmats, baskets, hardened-straw mats, porcelain enamel, plastic Chinese soup spoons, stationery, soup bowls, spoons, heatproof Chai glasses, molds for frozen ice desserts on a stick
Indonesia	Bali ceramic, Bali bathmats, wine coolers, kotak tissue cases, rattan and kotak baskets, kotak clothes boxes, rattan and Zaire-hemp rope, coconut soap, large coconut-wood spoons, bamboo trays, rattan coasters, bamboo baskets, magazine racks, Ikat (batik) cloth
Vietnam	Sea glass boxes, sea glass cases, patchwork pouches, clothing accessories (sandals etc), bags, tableware, mini cushions, stationery, salt and pepper holders, teapots, aluminum lunch boxes, T-shirts, cushion covers, tablecloths, napkin sets, stools, Vietnamese dolls, table placemats, baskets, house slippers, Vietnamese chopsticks, sea glass cushions, bamboo hangers, aluminum buckets, various porcelain products, hand-woven cloth, small semi-porcelain plates, Chinese soup spoons and aluminum fork sets, clothes, water buffalo-horn boxes, round ceramic plates, soy sauce dispensers, teacups, balls, bamboo trays, Cham weave book covers, Cham weave babushkas.

Myanmar	Plastic bags
Laos	Table runners, stools, tapestry
India	Knit blankets, fabric doormats, palm-frond mats, cotton placemats, scarves, kitchen floor mats, barley straw mats, silk cushions, cushion covers, vegetable holders, tablecloths, chests, wine cases
Bangladesh	Rattan baskets, cotton slippers
England	Ceramic (cups, saucers), silver forks and spoons, cane curio holders, stationery, suitcases
France	Wine glasses, porcelain, original cutlery, candles, small perfume jars, towels, stuffed animals, large café au lait bowl style mugs, Western-style ceramic, flower vases/pots, cups and saucers, baskets, tablecloths, diaries, stationery, tin products, wine bottle caps, gratin/casserole dishes, mixing bowls, miniature wooden cars, ramekins, cake/pastry baking molds, scented candles, Sachet of the South France (Scent bag)
Italy	Wine/champagne coolers, glass bowl, dish drying racks, kitchen stools, pet products, calendar for every month, staplers and hole punches, brushes and combs, DeLonghi "robo-mixers," coffee makers, gelato makers, ice cream maker,
Germany	Drinking glasses, bowls, plates, purified water jugs, brush sets, cotton and hemp towels, stationery, tea makers, cooking scissors
Denmark	Soup jars with bowls, saucers, mugs, plates, miniature cups, decanters, colanders
Sweden	Wooden cutting boards and spatulas, ceramic water pitchers, tablecloths, coaster sets, various brushes
Finland	Ceramic plates, tableware
Norway	Sauce pots, porcelain plates, soy sauce jars
Portugal	Aluminum kettles, single-handle cooking pots, stationery, cotton shirts/blouses
Poland	Lamps, cane products
Switzerland	Bread knives small snack-knives, his and her watches
Austria	Stationery
Canada	Electric kettles
United States Of America	Glass candle holder, cups, heatproof glass, glass jars, aluminum frame display boxes, photo albums, washable stuffed animals, bath items, industrial style chairs, stationery
Mexico	Wire ornaments and jewelry
Columbia	Small flower vases/pots
Israel	Small, miscellaneous household goods
Tunisia	Nabeul ware
Lithuania	Linen, bath towels, tablecloths, kitchen cloths
Australia	Stuffed animals, outdoor goods
Taiwan	Stationery, salt and pepper holders, salad bowls, honey jars, bottle stoppers, small wall clocks
Hong Kong S.A.R	Stationery
Republic of Korea	Mobile phone straps
Nepal	Tantric necklaces, Tibetan incense, Pashmina stole
Netherlands	Coffee makers
Belgium	Ring for chistian
Peru	Finger puppet that imitate peruvian traditional style travelers
Guatemala	Doll for apotropaism, piggy banks
Ghana	Glass beads
Togo	Bags
Republic of South Africa	Kalimbass (a musical instrument also called a "thumb piano")

III. The Import System and Related Laws and Regulations

A. Pre-Export Inspection

People who understand the nature of household products, particularly those which are made by artisans, have a simple and uncomplicated view of them. If, for example, hand-painted pictures differ slightly, with different shades or colors, or if air bubbles are present in glass, they understand that this is a permissible aspect of such a household product. People who have nothing but domestic products to compare with them, however, look at such products as being imperfect. As such, exports to Japan must be considered with at least the following criteria.

- Are there any cracks or breaks in the product?
- Are there any problems with the size and location of air bubbles in the product?
- Is the product safe with a secure base?
- Are there any stains or marks?
- Are all parts of the product present and functioning?
- Does it function as it was designed to?

B. Inspection of Tableware

In order to import tableware (including glass products), the Quarantine Station at the port of entry must be presented with the Declaration Form for Importation of Foods etc, in accordance with the Food Sanitation Law. At the same time the products must undergo cadmium and lead inspections conducted by public inspection authorities appointed by the Ministry of Health, Labor and Welfare. However, Japanese import procedures and inspections can be kept to a minimum if an inspection is carried out according to the local inspection authorities appointed by the Ministry prior to loading the products, and if the quarantine station presiding at the port of entry in Japan accepts the inspection certificate issued.

C. Labeling for Proofing of Product Quality

According to the Household Goods Quality Labeling Law, proof of the product's quality must be displayed on the product itself. Since this is the responsibility of the importer, the exporter must provide all relevant information to the importer.

- Plastic washbowls, buckets, bathroom items, baskets, table items and kitchen items
- Pots made of aluminum, enameled steel. Stainless steel, or copper products with a capacity over 10 liters are not included unless they possess built-in heating systems.
- Aluminum foil used in the kitchen for food and table use, etc.

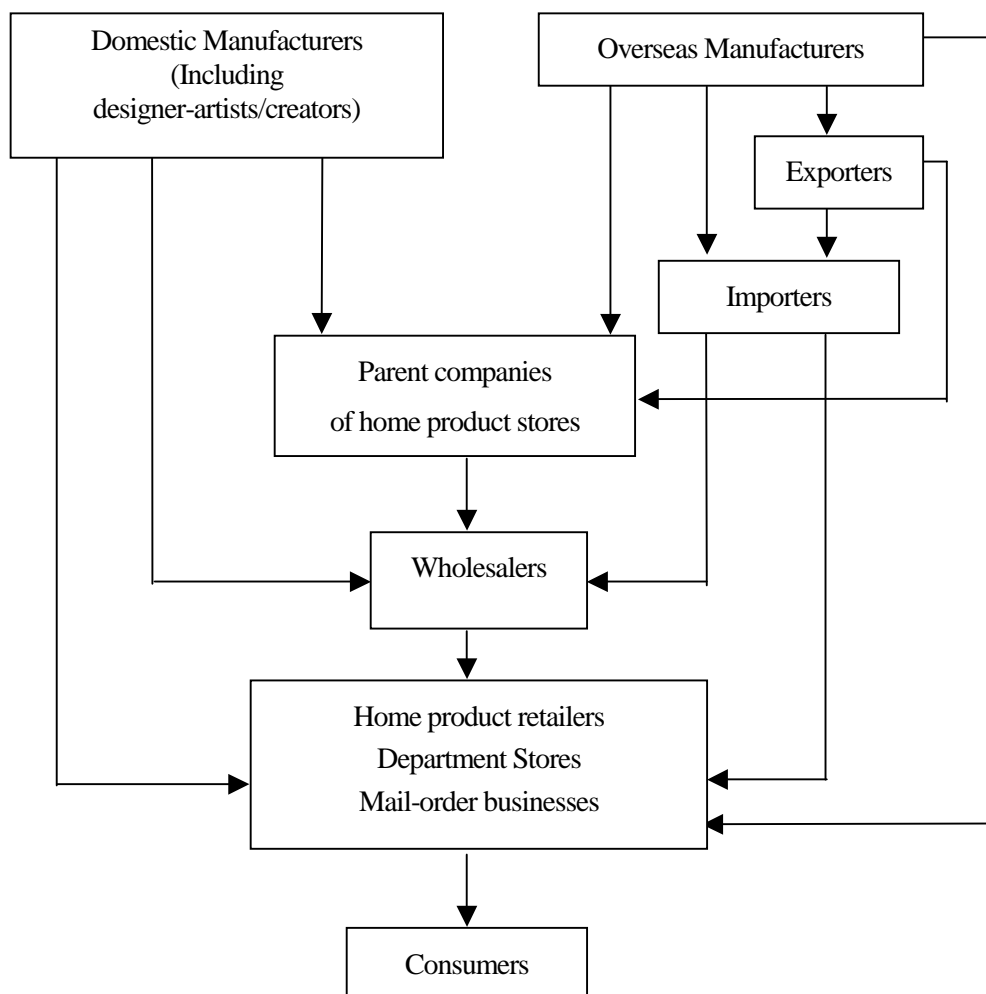
- Borosilicate glass products, as well as glass-ceramic products for meals, tables and the kitchen
- Rhus laquer and cashew resin-coated products for kitchen and table use
- Hot water pots made with aluminum, enameled metal, stainless steel and copper, except those with a capacity of over 10 liters

IV. The Distribution System

A. Distribution Channels

A simple system exists whereby only a wholesaler lies between the domestic manufacturer or importer and the retailer. Because the retailer's margin is small, however, they tend to bypass the wholesalers as much as possible and import or purchase directly from the domestic manufacturers, regardless of whether they are independent retailers or part of a large enterprise. As a result of this bypassing, new enterprises known as "manufacturer-wholesalers," which combine both manufacturing and wholesale operations, have started springing up. A common scenario is that of a wholesaler building up a manufacturing operation in the hopes of remaining in business.

Figure 1. Distribution Channels for Household Goods Products



B. Mail Order Sales

In the past few years in Japan, catalog-based mail order businesses have been growing. Senshukai Co., Ltd., one of the biggest mail-order based-companies in Japan, has created two magazines, “Belle Maison: Shin Seikatsu Kan (New Life)” and “Belle Maison: Kazoku Seikatsu Zakkahen (Family Life Household Products Collection)”. These have found an overwhelming following among women, and are particularly popular among young female office workers. Another company, Felissimo Co., Ltd. which aims for the young female market segment, has created a stylish magazine-like catalog called “Haisensu Ehon: Seikatsu Zakkahen (High Sense Picture Book: Daily Household Goods Collection).” The sales of this catalog itself, which is available in bookstores, are quite strong because of the popularity of the array of tasteful, fashionable products introduced on the pages. Major publisher Shufunotomo Co., Ltd. also publishes a bi-monthly mail-order sales catalog, available in book stores, called “Zakka Katarogu (household goods catalog)” that attains remarkable sales. Felissimo Co., Ltd. and Shufunotomo Co., Ltd. also have part of their product lines available through E-commerce.

Among household goods shops, most of the small, privately owned stores have their products available for E-commerce as well as on their shelves. Of the major stores, The Conran Shop changes the selection of Internet products every month. Because only a few of the other large, well-known companies are preparing to commence Internet sales, there is negligible expansion of the mail order side of the business.

According to the mail order companies, the main catalog audience is women between the ages of twenty and fifty. In general, residents of areas in which there are no household goods stores are the main catalog and Internet customers, whereas residents of urban areas tend to buy products when visiting the stores.

V. Consumption Trends

A. Growing Consumer Groups

Women in their twenties and thirties are the main consumers of household goods, but even younger, mostly teenage girls and women in their twenties, are targets for stationery products. In either case, women are the main focus, but the young male friends of these women have also started visiting the shops. Since the burst of the “Japan’s” economic bubble, consumers who were previously geared towards overseas trips and expensive brand name products have reached a turning point, and are now preoccupied with a stable family life and enjoying outdoor activities in the suburbs. Adult couples shopping together at general furniture and household goods stores have become a more common sight. In addition to this, in the last few years, shops with “guy” gift items and unisex “select shops” which make it easy for men to enter the store, have made an appearance in the market and have played a part in expanding the number of consumers. At the same time, there are also specific shops among the retailers which concentrate solely on women in their twenties, and set their prices at a level which is affordable to this group. Hence, consumers in this market have been increasing in a variety of ways.

The concentration of Household products shops in various areas of Tokyo, as of May 2000, there were 152 stores in Shibuya-Aoyama, 87 in Daikanyama-Ebisu, 61 in Jiyugaoka, 32 in Shimokitazawa and 39 in Kichijoji. These represents synergistic benefits to all businesses in these areas, because, as these areas becomes an enjoyable “destination” for household good shopping, the overall number of customers attracted rises significantly.

B. Product Trends

In recent years, several products have been highly popular and successful. In 1995, colorful plastic products were the hit; 1997 saw a boom in Japanese tableware; 1999 saw Northern European products gain popularity. The year 2000 has seen a boom in Asian household goods. A large variety of products from various Asian countries, such as Vietnamese tableware, Indonesian furnishings and furniture, enameled goods from Thailand, and Cambodian cloth, are being imported.

Ecology has been another trend in the last few years. Arising from a desire for naturalness because of the movement towards ecology, whether or not products use natural materials, has become a strong concern. The popular simplicity of Northern European products is also the basis of this trend.

C. Product Sales Periods

The months of March, June, September and December are said to be when household goods sell well as gifts. In March they are bought as graduation presents, while in April, they are bought as presents for entering school and for successful job placements and transfers; in June and September, they are given as wedding presents; and in December they are mainly sought as Christmas presents. The upper limit of gift expenditures has been considered to be about 5,000 yen in recent years.

VI. Advice for Entering the Japanese Market

In the household product import business, the decision whether or not to import is based not only on a balance between quality and price, and attached to design and color. If Japanese tastes can be met in the four areas of quality, value, design and color, while the trust of the importer can also be gained, business can usually go through. When considering entry into the Japanese market, the following points should be noted as steps necessary to reaching that final stage:

- The Japanese market is overflowing with a surprisingly large variety of imported household products. As such, it is necessary to concentrate on products that allow both private shops and chain stores to express their individuality. Items that are new and innovative, possess quality, and have a reasonable amount of practicality and functionality will be viable. Also, those which are highly original are promising because they allow the store to differentiate itself from other retailers. To achieve this, up-to-date information on the products must be collected by attending domestic and international trade fairs and exhibitions, by circulating through overseas shops and markets, and by putting effort into finding products which satisfy consumers. When foreign firms attempt to enter the Japanese market, they should be better informed than their Japanese counterparts, and armed with the most current information. The foreign company must also be able to understand the character and the business policies of the company to be approached, and be able to provide the type of products the Japanese company seeks.
- Overseas companies that most Japanese shops currently deal with were encountered primarily at domestic and international trade fairs and exhibitions, or on visits to shops overseas. Based on this fact, participating in the trade fairs and exhibitions (see Section V) that are visited by representatives of most Japanese shops is an important factor in successful entry into the Japanese market. Trade fairs and exhibitions sponsored in Japan can be used to determine general market trends while also providing opportunities to form good relationships with importers.
- There are also franchise stores of overseas companies among shops in Japan. Among the many indirect ways to gain access to the Japanese market, approaching the parent company of such franchises can also be considered an effective strategy.
- Small products are currently being imported in finished condition, whereas large products that are planned and designed on the Japanese side are predominantly made overseas using the local manufacturer's technology and materials. It may be necessary to consider this type of

approach, since the Japanese shop may also request such data to determine the possibility of local production.

- Japan is literally flooded with mail order Household product catalogs. Following these catalogs will definitely provide an understanding of Japanese trends and tendencies. Having a variety of these catalogs forwarded for reference purposes is recommended when considering market entry.
- Starting with the unique circumstances pertaining to the market segment of young women who form the main consumer group for these products, it is important to understand that the Japanese consumer is often totally different from consumers in other countries in what they buy and why and how they buy it.

. Reference

A. List of Related Shows and Exhibitions

• Japan

All Japan Gift Festival in Tokyo

Organizer: Gift Goods Association of All Japan

TEL: (03)3847-0691 FAX: (03)3847-06

Dates: Once every January

Japan DIY (do-it-yourself) Show in Osaka

Organizer: Japan DIY Industry Association

TEL: (03)3256-4475 FAX: (03)3256-4457

<http://www.diy.or.jp>

Dates: Once every March

Japan DIY (do-it-yourself) Show in Tokyo

Organizer: Japan DIY Industry Association

TEL: (03)3256-4475 FAX: (03)3256-4457

<http://www.diy.or.jp>

Dates: Once every August

International Houseware Show (HIS)

Organizer: International Houseware Show Conference

TEL: (03)3639-8881 FAX: (03)3639-8880

<http://www.gmc.or.jp/housewares>

Dates: Once every June

Ambiente Japan

Organizer: MESAGO Messe Frankfurt Corporation

TEL: (03)3262-8441 FAX: (03)3262-8442

Dates: Once every June

Tokyo International Gift Show

Organizer: Business Guide-Sha, Inc.
2-6-2 Kaminarimon, Taitoku, Tokyo 111-0034, Japan
TEL: (03)3843-9851 FAX: (03)3843-9850
<http://www.giftshow.co.jp>
Dates: Twice a year (February and September)

Osaka International Gift Show

Organizer: Business Guide-Sha, Inc.
TEL: (06)6263-0075 FAX: (06)6263-0074
<http://www.giftshow.co.jp>
Dates: Once every February or March

Fukuoka International Trade Fair

Organizer: Fukuoka International Trade Fair Committee
TEL: (092)711-4829 FAX: (092)733-5593
<http://www.fukuokafair.com>
Dates: September (Every other year)

International Furniture Fair Tokyo (IFFT)

Organizer: International Development Association of the Furniture Industry of Japan
TEL: (03)5261-9401 FAX: (03)5261-9404
<http://www.idafij.or.jp>
Dates: Once every November

- **USA**

San Francisco International Gift Fair

Organizer: George Little Management Inc.
TEL: + 1-911-421-3200 FAX: + 1-914-948-6180
<http://www.glmshows.com>
Dates: Twice a year (February and August)

New York International Gift Fair (NYIGF)

Organizer: George Little Management Inc.
TEL: + 1-911-421-3200 FAX: + 1-914-948-6180
<http://www.glmshows.com>
Dates: Twice a year (January and August)

- **England**

Spring Fair Birmingham (SFB), Autumn Fair Birmingham (AFB)

Organizer: Trade Promotion Services Ltd.

TEL: + 44-20-8277-5944 FAX: + 44-20-8277-5887/5888

<http://www.springfair.com>

<http://www.autumufair.com>

Dates: Once every Twice a year (January and September)

- **France**

International Home Decoration Giftware and Table Trade Exhibition (Maison & Object)

Organizer: Maison & Object

TEL: + 33-1-4429-0200 FAX: + 33-1-4429-0201

Place: Paris

<http://www.decoplauet.com>

Dates: Twice a year (January and September)

- **Italy**

Handicrafts Selling Exhibition (AF-L'Artigiano in Fiera)

Organizer: Media Expo

TEL: + 39-2-3191-1911 FAX: + 39-2-3360-8733

<http://www.fiera-artigianato.com>

Place: Milano

Dates: Once every December

- **Thailand**

Bangkok International Gift and House Ware Fair

Organizer: Department of Export Promotion, Ministry of Commerce

Phone: + 66-2-511-5066/50077 Fax: + 66-2-512-2670

<http://www.decoplauet.com>

Dates: Once every April

B. List of Related Ministries and Corporations

- **Related ministries**

Pharmaceutical and Medical safety Bureau, Ministry of Health, Labor and Welfare

1-2-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-8916

Phone: 03-5253-1111

<http://www.mhlw.go.jp/>

Commerce and Information Policy Bureau, Ministry of Economy Trade and Industry

1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8901

Phone: 03-3501-1511

<http://www.meti.go.jp/>

- **Major Importers (including major boutique owners)**

SAZABY Inc.

2-11-1 Sendagaya, Shibuya-ku, Tokyo 151-0051

Phone: 03-5412-1820 Fax: 03-5411-3005

<http://www.afternoon-tea.net/> (Japanese only)

(Retail store name) Afternoon Tea, SAZABY, ICL

ASPLUND Co., Ltd.

Mita Hillside Bldg. 4-1-9 Mita, Minato-ku, Tokyo 108-0073

Phone: 03-3769-0638 Fax: 03-5427-6576

<http://www.timelesscomfort.com> (Japanese only)

(Retail store name) TC, Timeless comfort

F.O.B. COOP Co., Ltd.

4-16-3 Nishi-azabu, Minato-ku, Tokyo 106-0031

Phone: 03-5466-2691 Fax: 03-5466-2692

<http://www.fobcoop.co.jp/> (Japanese only)

(Retail store name) F.O.B. COOP

BALS Co., Ltd

Menkoren Kaikan, 1-8-7 Nishi-azabu, Minato-ku, Tokyo 106-0031

Phone: 03-5414-7241 Fax: 03-5770-7335

<http://www.bals.co.jp/>

(Retail store name) Franc Franc

Watashi no Heya Living Co., Ltd.

1-24-17 Jiyugaoka, Meguro-ku, Tokyo 152-0035

Phone: 03-3724-8021 Fax: 03-3724-8021

<http://www.watashinoheya.co.jp/> (Japanese only)

(Retail store name) Watashi no Heya, Quatre Saisons

Living Design Center Co., Ltd.

Shinjuku Park Tower, 3-7-1 Nishi-shinjuku, Shinjuku-ku, Tokyo 163-1001

Phone: 03-5322-6600 Fax: 03-5322-6524

<http://www.conran.ne.jp/> (Japanese only)

(Retail store name) The CONRAN shop

Orange House Co., Ltd.

1-7-20 Hirakawa-cho, Chiyoda-ku, Tokyo 102-0093

Phone: 03-5212-4600 Fax: 03-5212-4610

<http://www.orangehouse.co.jp/> (Japanese only)

(Retail store name) Orange House

Fashion Suga Co., Ltd.

2-7-3 Nishi-azabu, Minato-ku, Tokyo 106-0031

Phone: 03-3498-0780 Fax: 03-3407-4622

(Retail store name) Madu

Kai Corporation

3-9-5 Iwamoto-cho, Chiyoda-ku, Tokyo 101-0032

Phone: 03-3862-0220 Fax: 03-3865-0679

(Retail store name) Eurocucina

Etoile Kaito & Co., Inc.

1-7-16 Nihonbashi-bakurocho, Chuo-ku, Tokyo 103-0002

Phone: 03-3661-1925 Fax: 03-3664-2349

<http://www.etoile.co.jp/> (Japanese only)

(Retail store name) Etoile Kaito

The Seibu Department Store Ltd.

1-28-1 Ikebukuro, Toshima-ku, Tokyo 170-0041

Phone: 03-5992-8678 Fax: 03-5992-8192

<http://www.seibu.co.jp/> (Japanese only)

(Retail store name) Illums

Stockman Co., Ltd.

1-25-4 Sendagaya, Shibuya-ku, Tokyo 151-0051

Phone: 03-3796-6850 Fax: 03-3470-2501

(Retail store name) Ordining & Reda

• **Major Mail-order Distributors**

Senshukai Co., Ltd.

1-4-31 Doshin, Kita-ku, Osaka 530-0035

Phone: 06-6881-3100 Fax: 0120-04-1000

<http://www.senshukai.co.jp/> (Japanese only)

Felissimo Co., Ltd.

59 Naniwa-cho, Chuo-ku, Kobe 650-0035

Phone: 078-325-5555 Fax: 0070-675-212

<http://www.felissimo.co.jp/> (Japanese only)

Shufunotomo Co., Ltd.

2-9 Surugadai, Chiyoda-ku, Tokyo 101-8911

Phone: 03-5280-7534 Fax: 0120-83-8800

<http://www.zakkaweb.com> (Japanese only)