

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2022

The 58th JAPAN DIY HOMECENTER SHOW 2022 successfully ended

The JAPAN DIY HOMECENTER SHOW 2022, one of the largest comprehensive trade show in Japan for housing and living items where domestic and overseas companies related to DIY and home improvement center business gather, was held at Makuhari Messe International Exhibition Hall for three days from August 25 (Thursday) to 27 (Saturday), 2022, attracting 319 exhibitors with 860 booths (including 22 booths from 8 overseas companies).



The show in 2022

The number of visitors was 8,125 on the first day (5,546 the previous year), 8,152 on the second day (6,123 the previous year), and 4,170 on the third day (2,595 the previous year), for a total of 20,447 visitors (14,264 the previous year) for the three days. This number of visitors was due to that the event was held as usual with pre-registered visitors for all three days, with the first and second days as Buyers' Days and the second and third days as Public Days, under the guidance of the administrative authorities restricting admission to avoid corona infection. We would like to thank all the exhibitors and visitors for coming to our booth under the severe environment.

The Show Executive Committee held

The Show Executive Committee met on October 27 (Thursday) in Taito-ku, Tokyo. Discussions were held based on a summary of this summer event, opinions from exhibitors and visitors, and a questionnaire survey. The main items and results of the survey are listed below.

Exhibitor Survey

Did you have a business meeting?

1. Yes, I Did 93% 2. No, I didn't 7%

How many business meetings did you have with customers?

1. 1-10 48% 2. 11-20 9% 3. 21-50 7% 4. 51-100 2%
 5. No answer 34%

What is your overall satisfaction rating?

1. Very good 23% 2. Good 42% 3. Fair 26% 4. Slightly bad 6%
 5. Bad 3%



The venue

How secure were the corona measures?

1. Excellent 40% 2. Average 57% 3. Poor 2% 4. Others 1%

Visitor Survey on Buters' Day

How many times have you been to the show?

1. First time 42% (in 2021 39%, 2019 39%)
2. Have been here before 58% (in 2021 61%, 2019 61%)

What is the purpose of your visit? (Multiple answers possible)

1. Business talks 29% 2. Information gathering 82% 3. Others 5%

What do you think of the show?

1. Excellent 45% 2. Average 54% 3. Have a request 1%

What do you think of the event?

1. Good 26% 2. Average 72% 3. Have a request 2%

Do you like to come next time?

1. Yes 98% 2. No 2%

Did you have enough business meetings?

1. Yes 57% 2. No 43%

Types of businesses of visitors

1. Retail 42% 2. Wholesale 23% 3. Manufacture 29%
4. Others 6%



"You can always count on home improvement centers" corner



Renovation DIY

The next JAPAN DIY HOMECENTER SHOW will be held as follows:

Name of the event The 59th JAPAN DIY HOMECENTER SHOW 2023
Location Makuhari Messe International Exhibition Hall in Chiba Prefecture
Date of the event August 24 (Thursday), 25 (Friday), and 26 (Saturday), 2023
Organizer Japan DIY · HC Association

For further information, please contact:

JAPAN DIY · HC ASSOCIATION

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