

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2021

JAPAN DIY HOMECENTER SHOW 2021 was held

The JAPAN DIY HOMECENTER SHOW 2021 was held for 3 days at Makuhari Messe International Exhibition Hall in Chiba Prefecture on October 7 (Thursday), 8 (Friday) and 9 (Saturday), 2021 after the declaration of a state of emergency for corona infections had just been lifted, as previously announced. Her Imperial Highness Princess Takamado, the honorary president of the show attended and gave us a few words at the opening ceremony.

At this show, the first real show since 2019, 264 companies in Japan and overseas exhibited in the show, utilizing 757 booths (out of which 3 companies were overseas companies from 3 countries or areas and they used 14 booths). The total number of visitors over the three days was 14,264, including 5,546 on the first day, 6,123 on the second day, and 2,595 on the last day. This year, in order to prevent the spread of the new corona infection, we have been instructed to limit the number of visitors, and in order to avoid congestion in the venue, we have cancelled the Public Day on the second and third days, and only allowed pre-registered businesses to visit the venue on all three days. We would like to express our gratitude to all the exhibitors and visitors who took the time to come to our booth in this difficult environment.



We would like to introduce some of the results of the questionnaire survey.

Exhibitor Survey

Did you have a business meeting?

1. Yes, I Did 84% 2. No, I didn't 16%

How many business meetings did you have with potential customers?

1. 1-10 53% 2. 11-20 7% 3. 21-50 8%
4. 51 or more 2% 5. No answer 30%



What is your overall satisfaction rating?

1. Very good 15% 2. Good 23% 3. Fair 32%
4. Slightly bad 23% 5. Bad 7%

How secure were the corona measures?

1. Excellent 46% 2. Average 48% 3. Poor 6%

Visitor Survey

Is this your first time to visit the show?

1. Yes, first time 44% (in 2019 39%, 2018 45%)
2. Have been here before 56% (in 2019 61%, 2018 55%)

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

1. Business talks 24% 2. Information gathering 77%
3. Others 6%

What do you think of the show?

1. Excellent 25% 2. Average 73% 3. Have a request 2%

What do you think of the event?

1. Good 25% 2. Average 73% 3. Not satisfied 2%

Do you like to come next time?

1. Yes 99% 2. No 1%

Did you have enough business meetings?

1. Yes 53% 2. No 47%

Types of businesses of visitors

1. Retail 51% 2. Wholesale 17% 3. Manufacture 21%
4. Others 11%



Japan DIY Product Competition



Japan DIY Grand Prize



Shining DIY Women



Men's Workshop

The next show, JAPAN DIY HOMECENTER SHOW 2022, is scheduled to be held at the International Exhibition Hall in Makuhari Messe in Chiba prefecture for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday), 2022 organized by the Japan DIY · HC Association.

For further information, please contact:

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JAPAN DIY HOMECENTER SHOW 2022

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