

# Home Sweet Home

**Japanese furniture and home furnishings retailer Nitori Holdings (Nitori) ramps up its expansion in Hong Kong, shortly after its debut here a year ago.**



Nitori, a popular brand known for its affordable, high-quality products, is poised to transform Hong Kong's furniture and home furnishings landscape with its focus on modern, minimalist aesthetics and environmental sustainability.

Founded in 1967, Nitori has grown to over 900 stores worldwide, offering a wide range of home goods including furniture, decor, bedding, and kitchenware. With a commitment to delivering exceptional value, the company has become a go-to destination for consumers seeking to furnish and decorate their living spaces.

The company's expansion into the Hong Kong market marks an important milestone in its ongoing global growth strategy.

## Expanding Footprint in Hong Kong's Thriving Retail Landscape

Hong Kong's bustling retail sector provides a dynamic backdrop for Nitori's expansion. In 2023, its flagship store debuted in a large shopping mall in Kowloon Bay, occupying around 20,000 square feet and featuring more than 5,500 products.

Tadashi Omori, Hong Kong Managing Director of Nitori Holdings, said, "Since opening our flagship store in Hong Kong, we have experienced a steady flow of visitors. Buoyed by this promising market, we will launch our second outlet in Lok Fu, a residential area, this October. In addition, we aim to open 20 stores here by 2032 to meet the growing demand for our affordable, design-forward home solutions."

"As a premier shopping centre and tourist destination, the city provides an ideal platform for showcasing our products to the global market and enhancing our brand image," Omori stated. He added that by establishing a strong presence in this dynamic market, Nitori can more effectively leverage Hong Kong's position as a regional hub to drive their growth across Asia and beyond.

## Supply Chain Optimisation

Nitori's home products captivate shoppers through their exceptional quality and functionality, all offered at highly competitive prices. The company's success is built upon its vertically integrated business model, which enables Nitori to design, manufacture, distribute, and sell its offerings efficiently.

"We have a team of 800 employees dedicated to product development, and 11,000 employees working in our own manufacturing facilities to support production," Omori revealed. "The majority

of our products are manufactured in Mainland China and Southeast Asia. By capitalising on the robust logistics infrastructure in Hong Kong and South China, we can optimise our supply chain efficiency."

Nitori develops products tailored to the unique needs of diverse markets. "Innovation is a core focus for us," Omori remarked. "A notable example is our 'N COOL' bedding collection, which features highly absorbent and quick-drying properties, making it well-suited for Hong Kong's warm, humid climate."

Aligning with the Hong Kong government's commitment to environmental sustainability, the retailer has introduced a range of eco-conscious initiatives. These include using environmentally friendly materials for product development, simplifying product packaging, and streamlining transportation by reducing packaging dimensions. "We aim to cut waste and greenhouse gas emissions, with the overarching goal of achieving carbon neutrality by 2050," Omori concluded.

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**Tadashi Omori**  
**Hong Kong Managing Director**  
**Nitori Holdings**



## Nitori Holdings

- Headquartered in Sapporo, the company is one of the largest furniture and home furnishing chains in Japan
- In addition to its physical retail outlets, the company operates an online store to offer added convenience to its customers in Hong Kong
- Nitori employs approximately 40 staff in Hong Kong, covering store operations, merchandising, sales, and marketing

 [nitori.com.hk](https://www.nitori.com.hk)