

Design & Furniture

The "Design & Furniture" sector will include furniture, interior, design services, and digital services. Danish furniture and design has a long history in Japan and strong presence. Japan is Denmark's 8th largest export market for furniture, outside Europe it is only surpassed by U.S market.

More than 50 years of appreciation

For more than fifty years, Danish design has been well-acknowledged and highly appreciated in Japan. In recent years, this interest has significantly increased. There is a new interest in the Danish holistic approach and human centric aspects of Danish designs. that are seen as vehicles for new innovation. Danish service, digital and societal design is nowadays applied in various sectors in Japan.

Danish companies can take larger market shares

There is an overlap between Denmark and Japan in the appreciation of design in regards to quality, simplicity, craftsmanship and attention to details. Japan is Denmark's 8th largest export market for furniture outside Europe only surpassed by the U.S. market. In 2015 Danish furniture exported to Japan reached a value of more than DKK 400 Million. It is expected that the Japanese consumers will spend twice as much on interior design by 2021 than they do today.