

Home Renovation Market

We have built a system where the entire group can meet a wide variety of needs for renovation through a great range of product lineups for renovation as follows: (1) Proposals for spaces in the TDY Collaboration Showroom, (2) cooperation with the engineering business that handles construction, and (3) product development and manufacturing from the perspective of the construction site. By further enhancing cooperation in the group and promptly responding to the changes of the times and market needs, we will expand in the entire home renovation market.

Integrated system by the group's cooperation

Labor-Saving Type Products that Realize Renovation in a Short Time



Proposals Corresponding to the Changing Lifestyles during the COVID-19 Crisis

While working at home has become common and the time spent at home has increased because of the COVID-19 pandemic, the needs of wanting to realize more convenient and comfortable spaces have been growing. In response to such market needs, we have enhanced the development of products that secure a workspace with the labor-saving technique and correspond to the improvement of sound problems, such as sound leakage and reverberation.



The Group's Construction System in the Home Renovation Market

Renovation

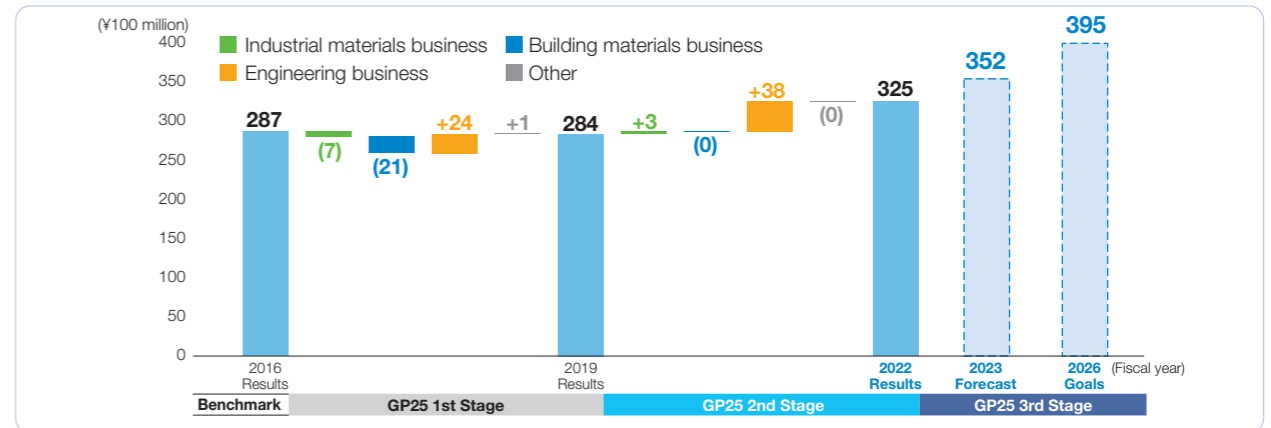
- Smileup Corporation
- ReformQ Co., Ltd.

Apartment Renovation

- PAC SYSTEM Co., Ltd.



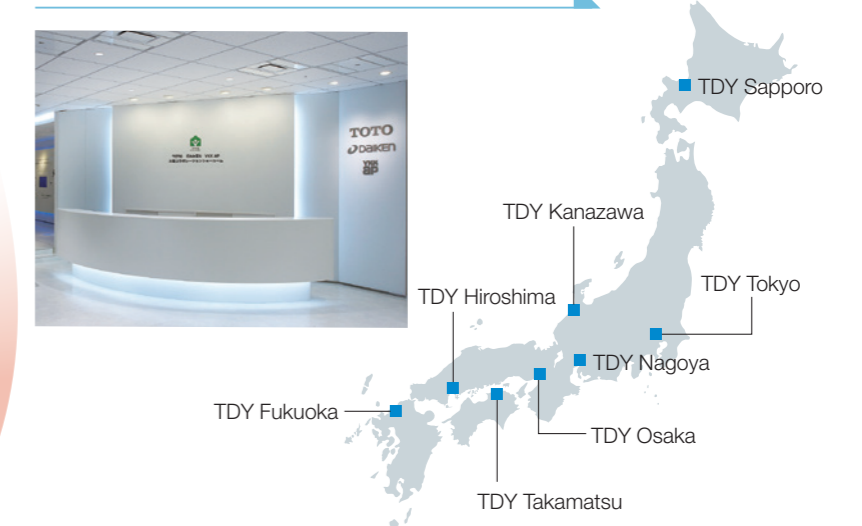
Home Renovation Market: Trends in Net Sales



Enhancement of Renovation Proposals that Take Advantage of the Strength of the TDY Alliance that Marked Its 20th Anniversary

In February 2022, the TDY alliance formed by the three companies TOTO Ltd., Daiken, and YKK AP Inc. (hereinafter referred to as "TDY") marked its 20th anniversary. We have been cooperating with each other in product planning and development, as well as the sales support system, since 2002 and following the change in the consumer trend from things (products) to events (ways of living), we have proposed value of new life in line with the times, such as shifting to proposals with lifestyles as the starting point, instead of products being the start point. Collaboration showrooms jointly operated by the three companies have been deployed in eight sites in Japan.

TDY Collaboration Showroom



In fiscal 2023, we further enhanced renovation proposals that take advantage of the TDY cooperation, such as holding TDY's first online event TDY Remodeling Expo, as a plan to propose the value of remodeling and will expand in the home renovation market.

