

base. The Association felt this image should be used to strengthen Canada's approach to the Japanese market, particularly with respect to wood products, the natural colour of which suits Japanese tastes.

The overall breakdown of DIY products imported into Japan is:

- 1/2 from Australia;
- 1/3 from France, Germany, and England;
- 1/4 from the United States; and
- 1/8 from Canada.

In the past, repair and improvement of the home in Japan has not been common because:

- 1) The Japanese do not have the custom of changing the appearance of their home with the seasons (for example, repainting during spring-cleaning); and
- 2) The exterior appearance of their home is not associated with the interior, and therefore the exterior appearance is not essential to the Japanese sense of pride of home.

Use of DIY products in the average Japanese household is about Yen 18,000 to 19,000 (converted at Yen .0087/\$1 Cdn = \$156.30). However, future growth of DIY activities in Japan is expected as evidenced by the Yen 1 billion growth in DIY sales since 1972. The concept of DIY is also expected to be a catalyst for the changing housing market.

The JETRO Briefing

Mr. T. Fujimura began by noting that Japan had experienced rapid economic growth until the 1970s when expansion gradually decelerated and competition for the Japanese consumer purchase intensified. However even now, while the Japanese market has an abundant supply of the goods it needs, there is a place for high-quality foreign manufactured products.

As the life expectancy of the average Japanese increases, more attention is being paid to the quality of life; for example, longer vacations are being enjoyed. Within this changing lifestyle, DIY products are now marketed to the Japanese consumer as being part of that enhancement.