

- For the most part Japanese consumers do not generally undertake DIY activities nor do they undertake home renovation often, even when they own their own home. For example, the banker's home visited by mission members had been owned by that banker for 30 years. The first re-decoration in 27 years, and that in itself limited to some painting, wall-papering, and upgrading of the indoor stairwell, was contracted to professionals.
- The DIY Survey stressed that the DIY market in Japan is a rapidly growing one. The number of stores and the volume of DIY products is on the increase. However, the theme of DIY stores in Japan is quite different from that found in North American Canadian Tire, Beaver Lumber, and Home Hardware type stores. Most maintenance, redecoration, and repair work in Japan is contracted to professionals. There exists very limited leisure time, and what is available of that is rarely devoted to DIY projects that are not somehow "family" applicable. Primarily it is Canadian manufacturers of DIY products that can be installed in short time frames (i.e. one day) that should be encouraged to try the Japanese market. However many Canadian DIY products remain too complicated and too big for the average Japanese consumer, given the Japanese DIY market is some five to ten years behind that of North America.
- The DIY and renovation market potential for Canadian manufactures, still appears to be limited. Even so, there is market potential in new housing and contractual renovation for products such as mill work components, solid wood decorative paneling, DIY furniture components, wall coverings, wood mouldings, floorings, doors, windows, and spindles for furniture. High potential is seen for the supply of traditional Canadian style kitchen cabinetry, due to the strong Japanese consumer preference for wood.
- The best opportunity for Canadian manufacturers products therefore appears to be in wood and wood-related products, especially but not exclusively for the construction industry and the decorator market. The key market niche for