

Housing Business in Russia: Prospects and Challenges for Japanese Companies (Summary)

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This article explains the challenges of Japanese companies' dealings in the detached housing market, an area of Russia's housing industry which has received little attention. Amid efforts by Japanese companies to make a breakthrough in Russia's housing market, there are numerous insights that go beyond just benefiting from an understanding of the housing market. Japanese products still fashion images of high quality within Russia's housing business, and while this point is also attractive for Japanese housing-related companies, common misconceptions about the quality of wooden houses exist among Russians. We examine whether sustainable business development between Japan and Russia can be expected in the housing sector as well.

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