

Dainihon Jochugiku Co Ltd in Home Care (Japan)

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Abstracts

As of the pioneering companies in home insecticides in Japan, Dainihon Jochugiku continues to develop product features and value-added functions in a bid to remain competitive. The company has started to expand its business sphere into export territories, especially countries in Southeast Asia, where demand for home insecticides is strong, while strong economic growth makes these attractive export territories. At the same time, growth in the company's domestic sales remains limited due to the de...

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