

# Kao Corp in Beauty and Personal Care (Japan)

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## Abstracts

Kao Corp will focus on innovation in the forecast period, with the company aiming to create 'things that do not yet exist but that one day will be regarded as key elements of satisfying lifestyles.' Given current consumer concerns in Japan and the company's recent new product development history, it seems likely that products for sensitive skin, natural formulations, environmentally-friendly packaging and age-specific ranges will be core focus areas. The company is also expected to increase its...

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