

Kikkoman Corp in Packaged Food (Japan)

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Abstracts

Over the forecast period Kikkoman Corp will focus on improving the share of high margin products to improve domestic sales. Unlike in overseas markets, household penetration of soy sauce is high in Japan, and Kikkoman Corp aims to increase its sales by introducing premium soy sauce and promoting sales in other categories, such as soy milk. In order to promote efficient operation, Kikkoman Corp announced its plan to invest in infrastructure to reduce manual work.

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