

# Matsumotokiyoshi Holdings Co Ltd in Consumer Health (Japan)

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## Abstracts

Matsumotokiyoshi continues to expand its presence as a beauty and healthcare specialist, focusing on expansion in the country's different regions and creating stores which cater for the differing demands of local communities. Going forward, the company sees particularly strong potential in three major metropolitan areas, namely Tokyo, Osaka and Nagoya, thanks to many Japanese people returning to the cities. With regard to its target audience, while healthcare needs are increasing in an ageing so...

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