

# Rohto Pharmaceutical Co Ltd in Consumer Health (Japan)

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## Abstracts

Rohto Pharmaceutical Co Ltd aims to contribute more to Japanese society by delivering value-added products to its loyal consumers. Rohto Pharmaceutical's corporate slogan is "Happy Surprise!" and the company aims to offer unique products which exceed consumer expectations. Although Rohto Pharmaceutical is most well-known for its eye care products, more than 60% of the company's sales are derived from skin care products and its product range remains diverse. The company is set to continue...

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## Contents

Strategic Direction

Key Facts

Summary 1 Rohto Pharmaceutical Co Ltd: Key Facts

Summary 2 Rohto Pharmaceutical Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Rohto Pharmaceutical Co Ltd: Competitive Position 2012

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