

# Shiseido Co Ltd in Beauty and Personal Care (Japan)

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Date: August 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S200AB7A3F5EN

## Abstracts

Shiseido will continue to invest heavily in marketing in the forecast period, with 2017 seeing the launch of a new corporate slogan: 'Beauty lies within... and every time we bring it to light, we make the world a little brighter.' This was supported by a major marketing campaign in Japan, with this focused on beauty across all nationalities, genders and ages while also featuring leading Japanese model Yuka Mannami. The company will also continue to invest heavily in technology, notably piloting...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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