

Unicharm Corp in Pet Care (Japan)

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Abstracts

Unicharm Corp plans to continue to develop products to meet the changing demands of pet owners in Japan, with dog and cat food and pet products as their main areas of focus. The company is a leader in the development of products for the senior segment in Japan. In response to the ongoing ageing of the Japanese pet population, Unicharm has been producing senior care items, such as pet diapers and pet foods. With its deep understanding of Japanese culture, the company will also seek to capitalise...

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