

Wacoal Corp in Apparel (Japan)

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Abstracts

Wacoal Corp aims to further strengthen its leading position in women's underwear, nightwear and swimwear. In response to an ageing population, the company is shifting its focus to middle-aged and older people where there is steady demand for anti-ageing underwear, in order to maintain its sales in a shrinking market. With the strong presence in the US, the company places China as a primary country in terms of expanding overseas. The deflation spiral triggered by the global economic crisis had a...

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