

# Wacoal Corp in Apparel and Footwear (Japan)

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Date: October 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: WB8567AEE6CEN

## Abstracts

As the leader in women's underwear in Japan the company is focused on continuing its leadership position by focusing on developing high value-added products designed through the company's strong research and development department. The company seeks to target Japan's ageing population by focusing on high volume with its lower priced brands. Moving forward, the company will look to develop its wellness and men's innerwear business as stronger operations to further diversify its portfolio.

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