

Strengths of Mandom

The Mandom Group, which aims to become an “Only One” company in Asia with global management expertise, possesses three main strengths.

Becoming the leader in men’s cosmetics

Since launching Tancho Tique in 1933, Mandom has grown by maximizing its strengths with men’s cosmetics. A definitive event was the launch of the Mandom series in 1970, which transformed our image from “Tancho, which specializes in hair styling products” to “Mandom, a maker of men’s cosmetics.” Since then, we have expanded our share of the men’s cosmetics market, centered on the launch of the Gatsby brand in 1978. We developed new markets, such as facial cleansing paper and men’s hair color products, and expanded our business. In Japan, we have a leading market share in three categories, men’s hair styling, men’s facial care, and men’s body care, and have held the top market share of the overall men’s cosmetic market since 2007.

Mandom has also captured a major share of the men’s hair styling market in countries in Asia. Having boosted the brand recognition of the Gatsby brand to more than 80% in many countries, it is now the region’s top global men’s cosmetic brand.

Over many years, as it sought to become a men’s cosmetic brand, Mandom has cultivated its expertise in a range of fields by conducting research on the science of men’s hair and skin, sensory preferences and characteristics. This expertise recently led to the launch of the Lúcido brand, which aims to combat “middle-age body odor,” a grease-like odor affecting middle-to-mature age males in their 40s. We will continue our efforts to nurture the “odor care” market for middle-aged men.



have gone on to expand our business reach and currently have 12 companies operating in 10 countries and regions.

Mandom's target is not cheap local production overseas. We view overseas regions as potential markets, and aim to develop business opportunities based on a spirit of contributing real value to the lives of local consumers. When entering an overseas market, Mandom first promotes its proven Gatsby hair styling products. As many Asian countries do not have a men's hair styling market, Mandom enhances its market presence by promoting hair styling to local male consumers and

Pursuing global opportunities, focused on Asia

Mandom first ventured overseas in 1958 by establishing a technical tie-up with a local company in the Philippines. Tancho Tique gained a reputation overseas after Chinese merchants visiting Japan took it back with them as gifts. This allowed us to lead industry competitors in making an early push overseas.

Later, in 1969, Mandom focused management resources on "people, physical goods and money," and established a joint venture in Indonesia. We

creating a market, which leads to further business opportunities, including for men's face care and women's cosmetics products.

Recently, Mandom has been targeting the timely, horizontal distribution overseas of women's cosmetic products that were a hit in Japan—an approach that has already led to higher sales.

Overseas sales now comprise more than 40% of total consolidated net sales. In Asia, where the population is entering a rapid growth phase, we expect sales to grow even further as the population of young men, Gatsby's core target, is expected to also increase.

Our thorough product development process aims to create lifestyle value with consumers based on consumer input in each country and region: once they have needs and wants, even if we have never developed the product in Japan, we will take up the challenge of creating new, diverse categories. In addition, recognizing that the income level of the general population differs for each country and region, our strategy includes tailoring product sizes to provide stylish products at affordable prices that customers can enjoy.

To familiarize more consumers with our products and bring our products to consumers, we have been working in cooperation with local distributors and have constructed a broad distribution network. This

Products for the general consumer in diverse countries and regions

Based on a spirit of providing "excellence at a low price to the masses" that has been embedded in Mandom since our inception, our products target the general population in each country where we do business, whether in Japan or overseas. We create products not only for Japan but also ones that are completely localized to satisfy the needs and wants of the general population.

network has allowed us to supply products to almost every region in the Indonesian archipelago, which has more than 13,000 islands, using a network ranging from modern organized retailers in cities to more traditional mom-and-pop stores. This means that consumers can purchase our products from neighborhood shops even in regions with no transportation infrastructure.