

Penetration (experience eating/drinking) of Japanese food (*Washoku*), sake and green tea in 14 Asian cities

- **Top 3 *Washoku* have tried before: Sushi, ramen, tempura**
Taipei, Hong Kong and Seoul stand out in experience eating *Washoku*. Singapore and Manila round out the top five.
- **The proportion of sake drinkers is high in Hong Kong and Seoul, but sake is yet to make inroads in Asia overall.**
- **Experience drinking green tea is high in Bangkok and Singapore, in addition to the East Asian cities.**

To support marketing communication in the global market place, Hakuhodo has conducted its Global HABIT survey of *sei-katsu-sha*¹ each year since 2000. Conducted in 35 major cities in Asia, Europe the United States and South America, the survey polls middle- and high-income earners.

We have analyzed data from the most recent Global HABIT survey (conducted in 2014) from a variety of perspectives to discover hints about potential opportunities in the global marketplace. To view previous reports, please visit Hakuhodo's website.

In this report, we present findings from analysis of experience eating and drinking *Washoku* (Japanese food), sake (Japanese liquor) and green tea among *sei-katsu-sha* in 14 Asian cities. We also introduce data from the US (New York) and Brazil (Sao Paulo) for reference.

1. **Sushi is the runaway No. 1 *Washoku* had before, followed by ramen and tempura. Taipei, Hong Kong and Seoul stand out in experience eating *Washoku*. Singapore and Manila round out the top five.**

- The No. 1 *Washoku* had before across the 14 Asian cities was sushi (60.8%), which came in around 20 points higher than the No. 2 selection. No. 2, ramen (41.9%) and No. 3, tempura (41.2%) were neck and neck.
- Looking at city-by-city scores, Taipei, Hong Kong and Seoul stand out in experience eating *Washoku*. Among Southeast Asian cities Singapore and Manila were high, but Kuala Lumpur, Jakarta and Ho Chi Minh City were all lower than New York.
- In Taipei, experience eating *Washoku* is high across all age groups. In Singapore, it is high among those in their 20s.

17 *Washoku* options: Sushi, tempura, ramen, udon, soba, okonomiyaki, takoyaki, yakitori, tonkatsu, sukiyaki, yakiniku, shabu shabu, obento, miso soup, onigiri, oden, tofu (tofu was excluded in China, as many Chinese consider it to be a Chinese foodstuff)

2. **Although experience drinking sake (Japanese liquor) is just 12.5% across the 12 Asian cities surveyed for this item, scores for Hong Kong and Seoul are around 40%.**

- When we asked those that drink alcohol about the kinds of alcohol they had drunk in the past 3 months, beer came in the overwhelming frontrunner across the 12 cities surveyed for this item (excluding Kuala Lumpur and Jakarta) at 91.6%, while sake was just 12.5%.
- By city, Hong Kong had the highest proportion of sake drinkers (46.6%), with Seoul (39.6%) and Taipei (16.7%) making up the rest of the top 3. These three cities also had high scores for experience eating *Washoku*, indicating that Japanese food culture is already widely accepted there.

A Southeast Asian city with a high proportion of sake drinkers, Singapore (12.5%) had a score roughly the same as that of Sao Paulo.

7 alcoholic beverage options: Beer, wine/sparkling wine, whiskey, brandy, liqueurs, sake (Japanese liquor), shochu. (Questions about alcohol were not put to respondents in Kuala Lumpur and Jakarta or to Malays in Singapore out of religious sensitivity)

¹ *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

3. Experience drinking green tea is 52.2% across the 14 Asian cities, with Taipei, Hong Kong, the three Chinese cities and Seoul all returning scores of 70% or more. Scores in Bangkok and Singapore are over 65%.

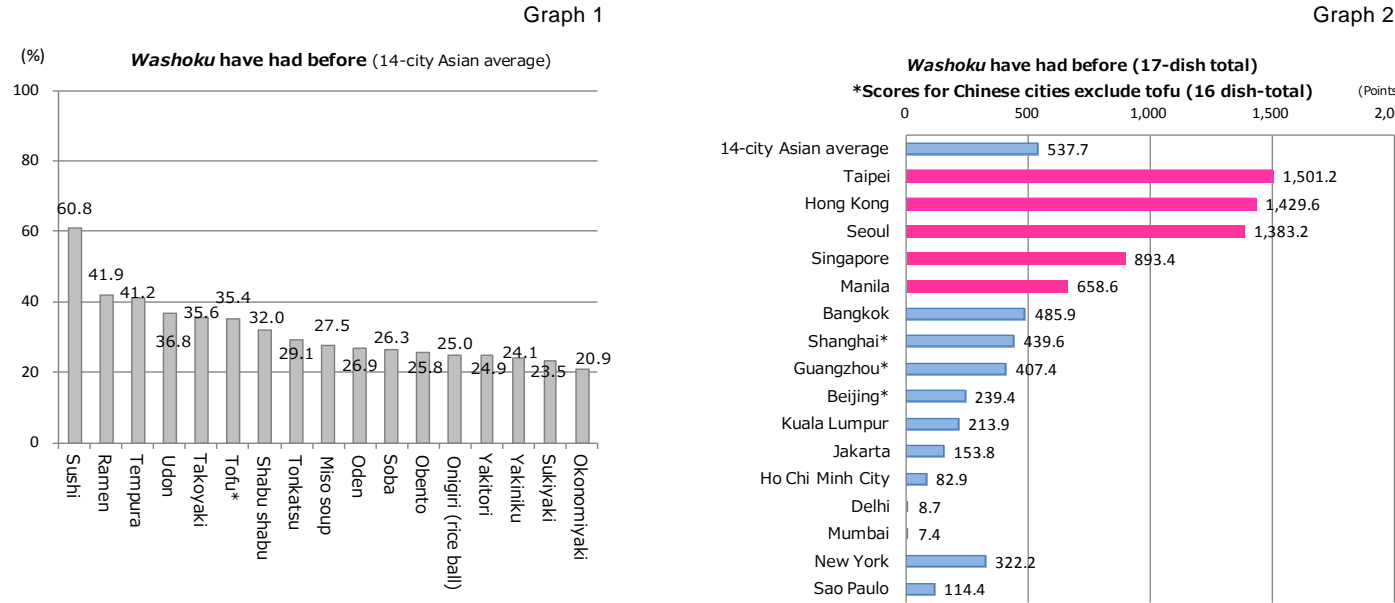
- When we asked what beverages respondents had drunk in the previous year, green tea came in at 52.2% across the 14 Asian cities. By city, experience drinking green tea was highest in Taipei, at 91.1%. The proportion of green tea drinkers was high in East Asian cities, with Taipei followed by Hong Kong and Shanghai, with scores of over 80%; and Beijing, Seoul and Guangzhou, with scores in 70% range. In Southeast Asia, Bangkok and Singapore scored over 65%.
- In image of green tea, the top-scoring item across the 14 Asian cities was Think it has become popular recently (31.3%). Good for making you feel relaxed (27.8%) and Like it (27.1%) rounded out the top 3.

14 beverage options: Coffee, regular tea, green tea (e.g. Japanese tea), other types of tea, carbonated beverages, fruit juice, vegetable juice, mixed fruit and vegetable juice, mineral water, sports drinks, nutrients and tonics/energy drinks, lactic drinks, milk, soybean milk

1. Sushi is the runaway No. 1 *Washoku* had before, followed by ramen and tempura. Taipei, Hong Kong and Seoul stand out in experience eating *Washoku*. Singapore and Manila round out the top five.

- When we asked what *Washoku* respondents had tried before, sushi (60.8%) was No. 1 across the 14 Asian cities (Graph 1), coming in around 20 points higher than the No. 2 selection. No. 2, ramen (41.9%) and No. 3, tempura (41.2%) were neck and neck. Udon, takoyaki, tofu (excl. China) and shabu shabu also scored 30% or more.
- Looking at the 17-dish total scores for by city, (Graph 2), Taipei, Hong Kong and Seoul stand out, with scores of more than twice the 14-city average. Even considering that scores for Chinese cities are for 16 dishes—one fewer than the other cities—their scores were still low compared to those for other East Asian cities.
- Among Southeast Asian cities, Singapore and Manila were high, but Kuala Lumpur, Jakarta and Ho Chi Minh City were all lower than New York. While in the two Indian cities (Delhi, Mumbai), experience eating *Washoku* was extremely low.

Q. Below is a list of various Japanese foods (*Washoku*). Select all the Japanese foods you have had before. (17 options/multiple selections permitted) Note: Tofu excluded from China only
Survey respondents answered while looking at pictures of each dish with their Japanese names written in Roman characters (alphabet)



Reference: *Washoku* have had before: Detailed data by city

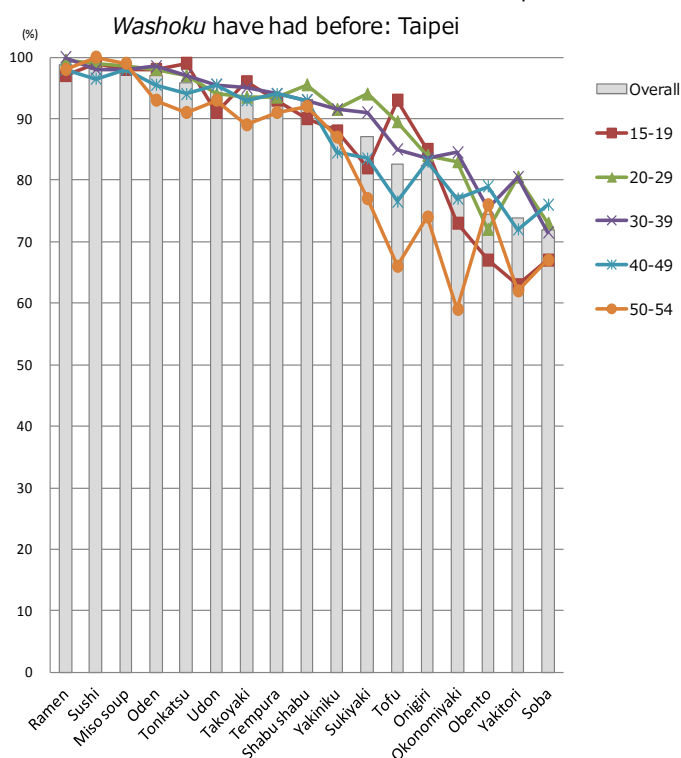
	(%)																	(point)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	17-dish total (China: 16-dish total)
	Sushi	Ra-men	Tem-pura	Udon	Tako-yaki	Tofu (excl. China)	Shabu shabu	Ton-katsu	Miso soup	Oden	Soba	Oben-to	Onigiri	Yaki-tori	Yaki-niku	Suki-yaki	Okonomiyaki	
14-city Asian average	60.8	41.9	41.2	36.8	35.6	35.4	32.0	29.1	27.5	26.9	26.3	25.8	25.0	24.9	24.1	23.5	20.9	537.7
Taipei	98.3	98.8	93.4	94.3	93.5	82.6	93.1	95.8	98.3	96.9	71.9	74.5	82.5	73.9	88.8	87.0	77.6	1,501.2
Hong Kong	99.3	99.0	97.1	97.5	93.4	80.6	81.4	94.9	93.5	69.3	77.4	82.9	78.5	93.1	82.1	46.3	63.3	1,429.6
Seoul	99.0	95.2	97.6	98.4	92.8	82.6	94.6	97.2	92.8	95.4	94.8	67.6	73.0	48.6	29.6	50.8	73.2	1,383.2
Singapore	88.1	77.4	75.5	67.3	55.1	55.3	45.7	46.5	59.3	27.2	49.6	47.5	37.0	51.4	34.4	42.2	33.9	893.4
Manila	63.9	65.6	84.9	26.4	46.4	69.5	45.3	44.8	36.5	13.9	17.1	29.5	21.0	38.1	17.3	26.3	12.1	658.6
Bangkok	82.4	47.5	38.4	21.3	30.3	16.4	50.3	9.4	11.0	13.4	35.1	12.5	18.1	12.8	15.6	62.9	8.5	485.9
Shanghai	70.8	40.2	9.3	45.7	43.6	-	18.8	17.3	10.9	52.1	17.3	21.5	27.7	13.2	26.1	8.5	16.6	439.6
Guangzhou	76.4	47.5	34.7	56.6	30.8	-	17.1	18.8	7.0	18.5	20.0	8.8	19.9	16.4	17.8	3.6	13.5	407.4
Beijing	58.0	16.5	5.0	17.3	23.4	-	14.4	10.9	2.1	13.6	14.1	5.6	6.1	13.3	19.6	6.6	12.9	239.4
Kuala Lumpur	78.9	19.4	45.9	10.3	11.4	17.4	6.5	1.4	4.5	1.7	3.1	1.9	5.0	2.2	0.5	2.6	1.2	213.9
Jakarta	23.6	10.6	29.0	3.1	4.8	6.3	8.1	3.8	2.1	1.1	1.8	31.6	1.6	3.0	11.1	8.8	3.4	153.8
Ho Chi Minh City	36.9	2.8	2.0	12.3	3.9	2.1	3.3	1.1	3.8	0.6	1.1	2.1	2.0	2.1	1.4	2.6	2.8	82.9
Delhi	2.1	1.0	0.2	0.2	0.1	2.1	0.0	0.1	0.4	0.4	0.7	0.0	1.0	0.2	0.1	0.1	0.0	8.7
Mumbai	1.3	0.5	0.4	0.4	0.1	1.7	0.1	0.0	1.3	0.4	0.2	0.0	0.6	0.2	0.1	0.1	0.0	7.4
New York	61.4	46.5	53.7	21.7	5.0	34.4	2.6	3.0	44.7	7.2	10.3	2.6	12.7	8.2	1.4	5.4	1.4	322.2
Sao Paulo	39.7	1.6	33.7	1.8	1.6	8.4	0.6	1.2	3.8	0.8	6.2	1.2	5.8	1.8	1.6	2.8	1.8	114.4

1. Washoku have had before: Comparison of age groups

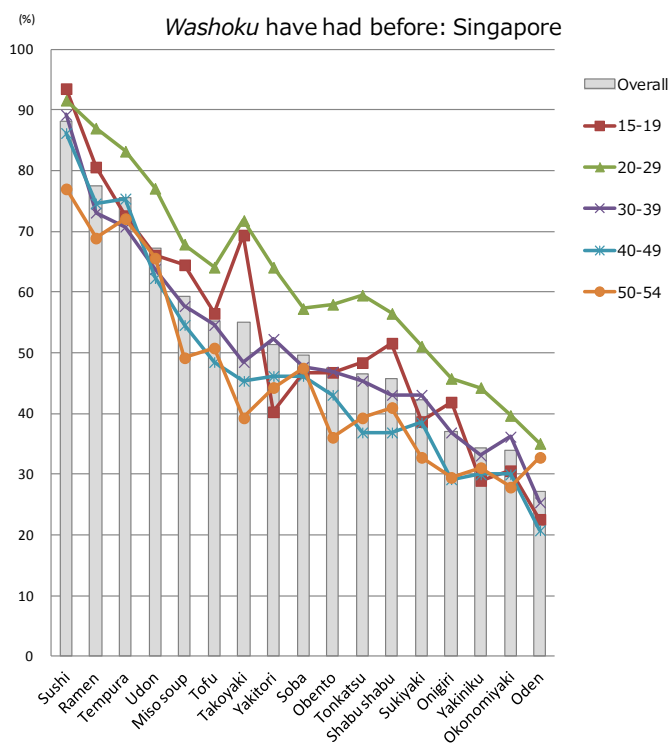
Here we compare three Asian cities that had high scores for experience eating *Washoku* (Taipei, Singapore and Manila) with New York. The graph below shows the results for the different age groups in each city.

- In Taiwan, experience eating *Washoku* was high amongst all age groups, with scores for each dish over 70% for those in their 20s–40s, and around 60% or higher for those in their teens and 50s (Graph 3).
- The top 3 in Singapore, sushi, ramen and tempura, had scores of over 70%, followed closely by udon. Other dishes also scored around 30% or higher, except for oden. By age group, experience eating *Washoku* was highest amongst those in their 20s, with scores for takoyaki and other dishes also high amongst those in their teens (Graph 4).
- Tempura was top in Manila at over 80%, followed by tofu, ramen and sushi; all over 60%. By age group, experience eating *Washoku* was relatively high amongst those in their 40s and 50s, but low amongst teens (Graph 5).
- In New York, sushi and tempura scored over 50%, while ramen, miso and tofu were over 30%. By age group, *Washoku* experience was high amongst those in their 40s and 50s (Graph 6).

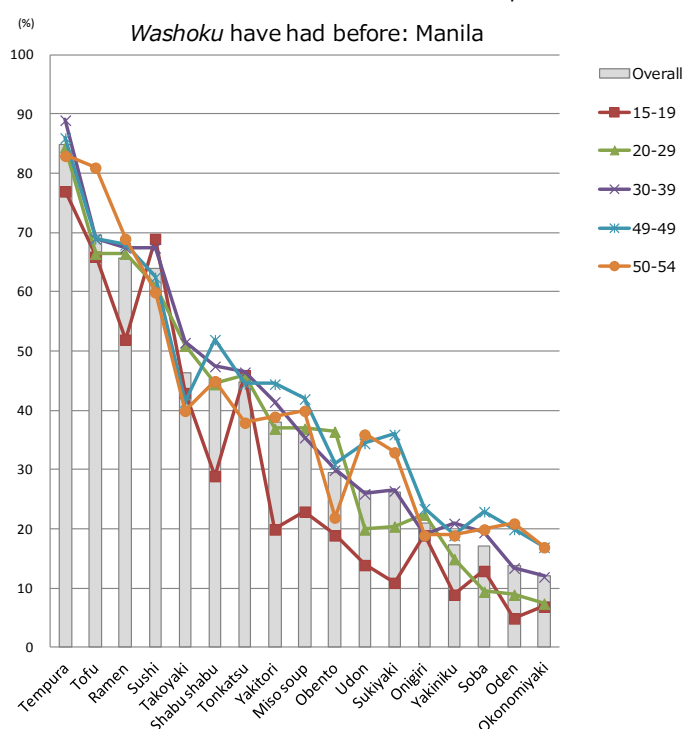
Graph 3



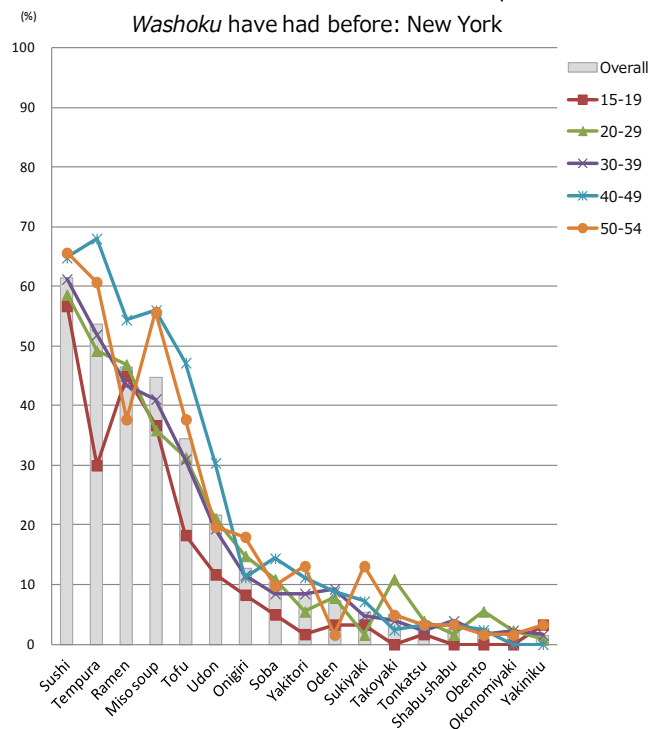
Graph 4



Graph 5



Graph 6

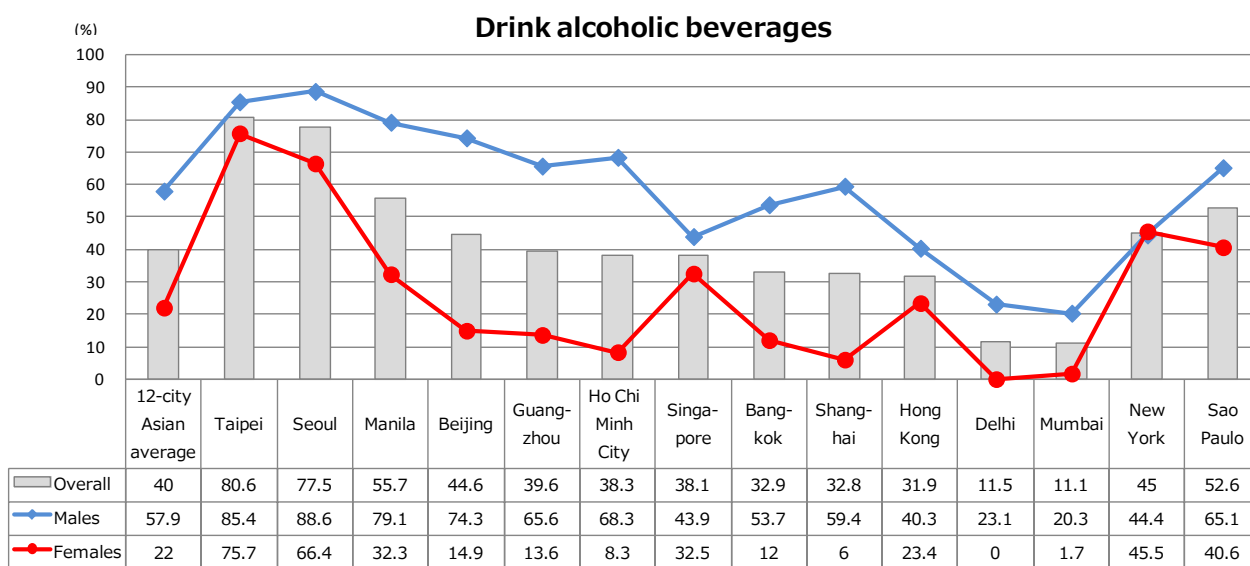


2. Although experience drinking sake (Japanese liquor) is just 12.5% across the 12 Asian cities surveyed for this item, scores for Hong Kong and Seoul are around 40%.

- First, we confirmed whether respondents drink alcohol and found that across the 12 Asian cities surveyed for this item (excl. Malaysia and Indonesia), 40% do. In Taipei and Seoul, where the proportion of people who drink was a high 80%, the rate of female drinkers was also high, at around 75%. Although the proportion of male drinkers is much higher than female drinkers in Asian cities, the gap between the sexes was smallest in Taipei, followed by Singapore. The ratios of male and female drinkers were roughly the same in New York (Graph 7).
- Next, we asked those who do drink ("drinkers") about the alcoholic beverages they had drunk in the past 3 months. Across the 12 Asian cities, beer was top by a considerable margin, at 91.6%, and sake (Japanese liquor), just 12.5% (Graph 8).
- Looking at the proportion of sake drinkers by city (Graph 9), Seoul was No. 1 and Hong Kong No. 2, both around 40%, while Taipei, at 16.7%, was No. 3. These three cities also had high scores for experience eating *Washoku*, indicating that Japanese food culture is already widely accepted there. Among Southeast Asian cities, Singapore came in at the top, but with a score of only 12.5%.

Q: Do you drink alcoholic beverages? (Excluding Malaysia, Indonesia and Malays in Singapore)

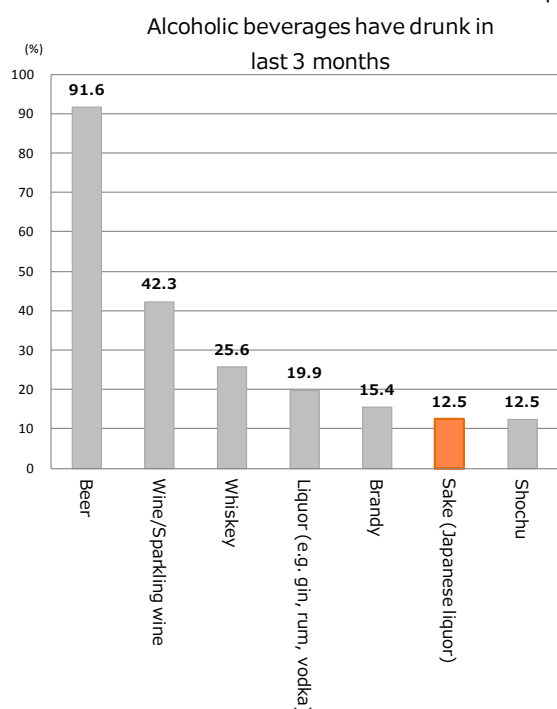
Graph 7



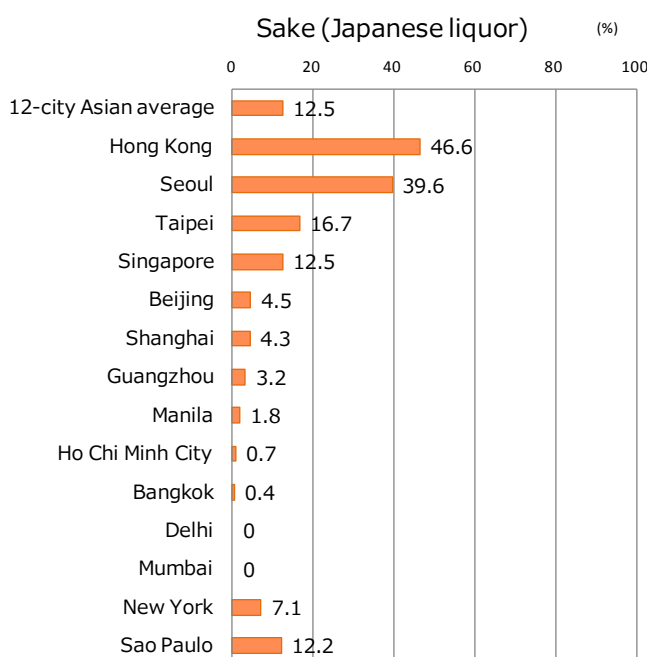
Q. Which of the following alcoholic beverages have you drunk in the past 3 months? (7 options/multiple selections permitted)

(Respondents: Drinkers; excluding Malaysia, Indonesia and Malays in Singapore)

Graph 8



Graph 9



2. Experience drinking sake (Japanese liquor)

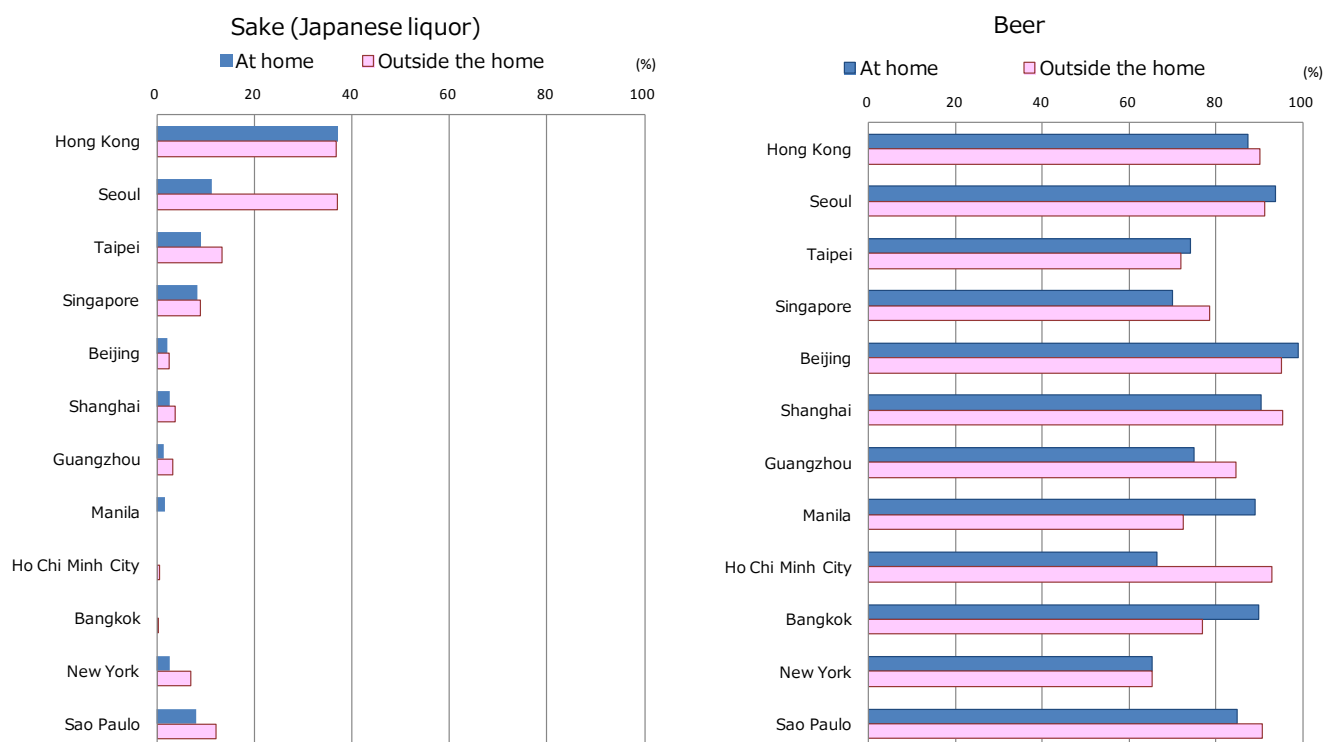
Reference: Alcoholic beverages have drunk in the past 3 months (drinkers only): Detailed data by city

(%)

	1	2	3	4	5	6	
	Beer	Wine/Sparkling wine	Whiskey	Liquor (e.g. gin, rum, vodka)	Brandy	Sake (Japanese liquor)	Shochu
12-city Asian average	91.6	42.3	25.6	19.9	15.4	12.5	12.5
Hong Kong (n=223)	92.4	78.0	41.3	40.4	18.8	46.6	16.6
Seoul (n=341)	98.5	59.5	34.9	28.7	9.4	39.6	87.7
Taipei (n=564)	81.9	68.3	41.8	33.5	10.8	16.7	6.2
Singapore (n=144)*	81.3	63.9	29.2	31.9	17.4	12.5	4.9
Beijing (n=312)	99.7	28.8	5.1	1.3	4.5	4.5	0.6
Shanghai (n=232)	98.7	47.4	5.2	0.4	0.9	4.3	3.0
Guangzhou (n=281)	87.2	50.9	13.2	0.7	17.8	3.2	1.1
Manila (n=390)	93.6	20.3	16.7	32.8	51.0	1.8	0.0
Ho Chi Minh City (n=268)	99.6	5.2	3.4	12.3	0.4	0.7	0.7
Bangkok(n=230)	93.5	5.2	33.0	3.5	15.7	0.4	0.0
Delhi (n=83)	90.4	16.9	68.7	10.8	1.2	0.0	0.0
Mumbai (n=80)	70.0	21.3	55.0	22.5	26.3	0.0	0.0
New York (n=196)	69.9	65.3	20.4	60.2	7.7	7.1	1.0
Sao Paulo(N=246)	93.5	50.8	38.2	45.1	17.5	12.2	1.6

For reference, looking at the places where sake is drunk in Hong Kong, where sake drinking is highest, the score for drinking sake at home was roughly the same as that for drinking sake outside the home. This hints that sake may be starting to become a part of regular eating/drinking culture there. In No. 2, Seoul, drinking outside the home was extremely high. Note that the difference in the scores for drinking at home and drinking out of the home is comparatively small for beer.

Reference: Drinking at home vs. drinking outside the home: Places where sake and beer are drunk (drinkers only)

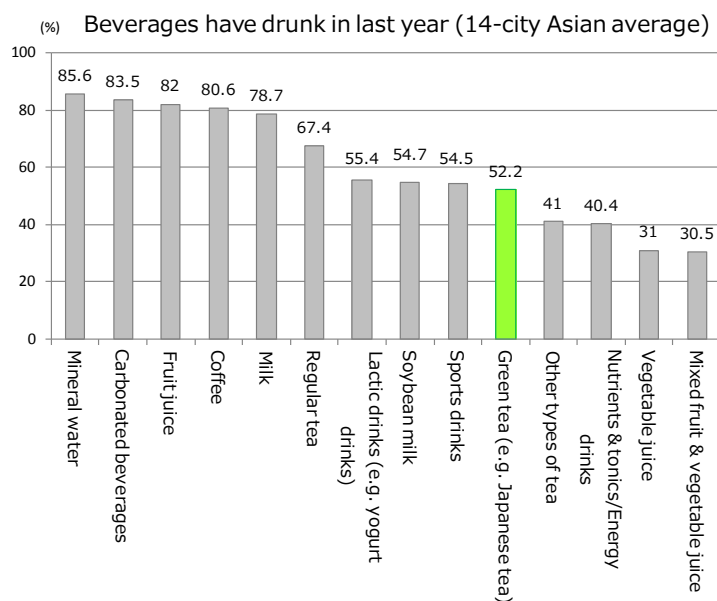


3. Experience drinking green tea is 52.2% across the 14 Asian cities, with Taipei, Hong Kong, the three Chinese cities and Seoul all returning scores of 70% or more. Scores in Bangkok and Singapore are over 65%.

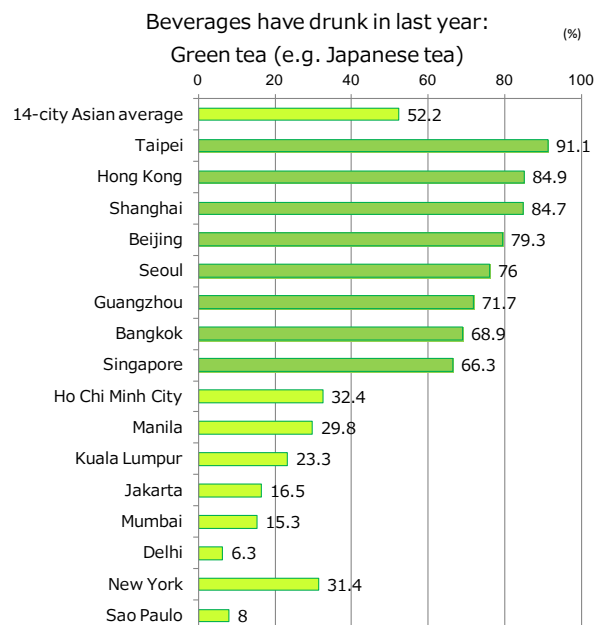
- When we asked what beverages respondents had drunk in the previous year, green tea came in at 52.2% across the 14 Asian cities, ranking No. 10 out of 14 beverages (Graph 10). We gathered information about green tea by asking about, “green tea, e.g. Japanese tea.”
- By city, experience drinking green tea (Graph 11) was highest in Taipei, at 91.1%. The proportion of green tea drinkers was high in East Asian cities, with Taipei followed by Hong Kong and Shanghai, with scores of over 80%; and Beijing, Seoul and Guangzhou, with scores in 70% range. In Southeast Asian cities, Bangkok and Singapore scored over 65%, but Ho Chi Minh City and Manila, at around 30%, were about the same as New York. In Mumbai, experience drinking green tea was 15.3%, around the same as Jakarta, but the score for Delhi was under 10%.

Q. Which of the following beverages have you drunk in the past year? (14 options/multiple selections permitted)

Graph 10



Graph 11



Reference: Beverages have drunk in the past year: Detailed data by city

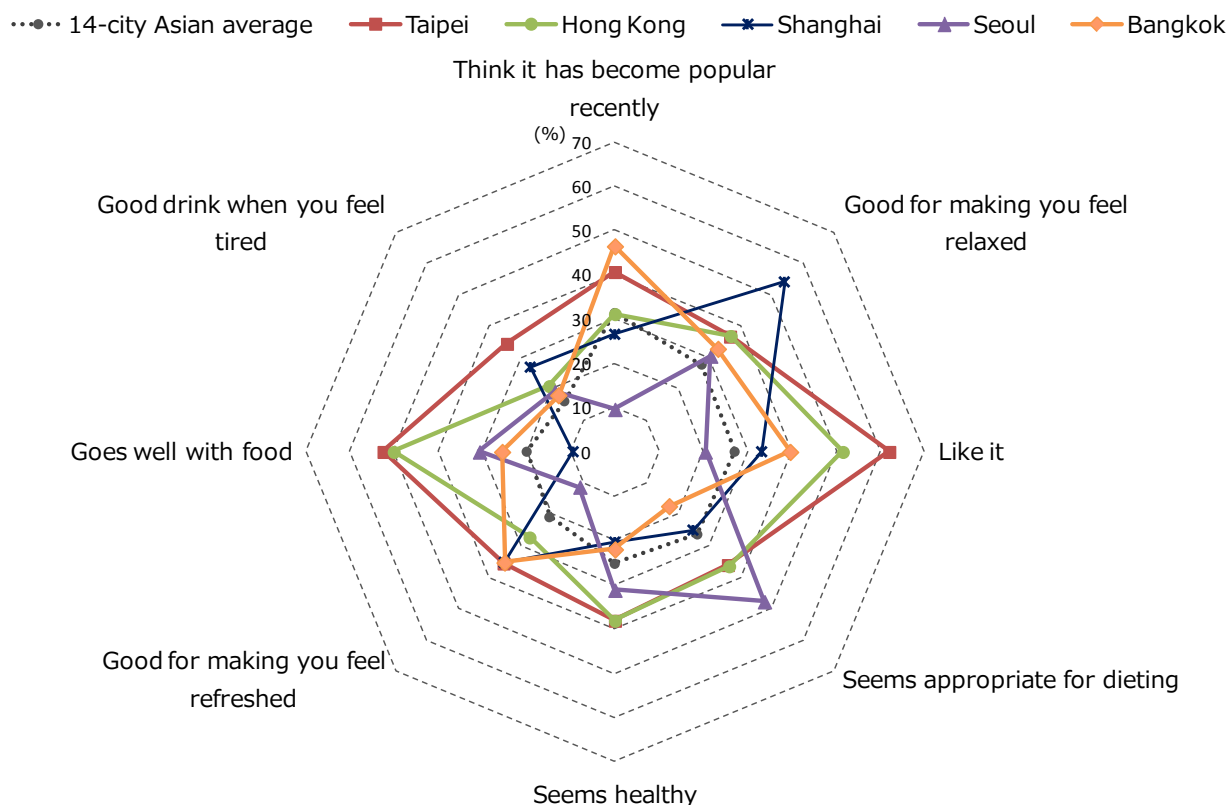
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
	Mineral water	Carbonated beverages	Fruit juice	Coffee	Milk	Regular tea	Lactic drinks (e.g. yogurt drinks)	Soybean milk	Sports drinks	Green tea (e.g. Japanese tea)	Other types of tea	Nutrients & tonics/Energy drinks	Vegetable juice	Mixed fruit & vegetable juice
Asian-14-city average	85.6	83.5	82.0	80.6	78.7	67.4	55.4	54.7	54.5	52.2	41.0	40.4	31.0	30.5
Taipei	91.9	81.4	85.4	86.8	87.6	88.5	73.5	86.9	86.5	91.1	75.6	38.3	47.8	60.6
Hong Kong	87.9	70.9	93.4	81.1	81.1	63.8	64.0	77.6	80.6	84.9	72.5	34.3	27.0	36.8
Shanghai	92.5	80.8	78.3	83.2	95.7	81.1	79.8	77.5	54.2	84.7	68.2	50.1	46.4	46.0
Beijing	89.6	82.9	76.5	71.0	85.0	76.6	77.4	61.4	65.4	79.3	60.3	58.6	33.3	28.8
Seoul	75.6	96.0	97.2	98.0	98.4	56.2	89.8	73.4	83.8	76.0	46.4	71.6	61.6	47.4
Guangzhou	88.4	84.3	74.3	57.6	86.4	76.3	76.4	76.9	66.0	71.7	51.3	54.5	34.6	36.2
Bangkok	41.3	92.9	69.8	74.6	62.5	23.8	79.9	60.5	34.4	68.9	26.5	34.4	30.1	34.3
Singapore	66.3	57.4	71.6	79.0	60.1	62.5	31.1	55.3	46.3	66.3	41.6	24.7	30.4	34.6
Ho Chi Minh City	80.3	94.5	66.8	84.8	74.6	19.3	62.4	68.6	31.6	32.4	79.1	69.1	34.1	19.6
Manila	99.3	71.9	93.0	92.8	72.9	44.5	23.3	23.0	58.4	29.8	11.6	32.1	26.8	23.6
Kuala Lumpur	87.3	84.1	77.0	86.1	62.8	88.8	45.9	73.1	55.5	23.3	7.6	35.6	19.9	31.0
Jakarta	96.1	73.3	74.9	67.9	69.4	73.4	35.9	33.4	68.1	16.5	19.4	29.8	6.8	8.8
Mumbai	96.1	95.1	93.2	87.4	79.8	93.6	36.2	3.5	27.2	15.3	16.3	32.3	25.5	17.0
Delhi	94.3	97.6	98.5	83.6	86.4	88.3	6.0	4.4	15.1	6.3	1.1	7.3	21.5	11.1
New York	29.4	51.9	51.5	64.8	51.3	39.6	6.2	6.0	40.0	31.4	15.7	13.3	15.3	17.3
Sao Paulo	94.8	91.6	95.4	87.8	93.2	22.8	84.6	39.9	54.3	8.0	46.3	54.3	14.8	15.6

3. Image of green tea

- Next, we asked about image of green tea. The top-scoring item across the 14 Asian cities was Think it has become popular recently (31.3%). Good for making you feel relaxed (27.8%) and Like it (27.1%) rounded out the top 3.
- Comparing Taipei, Hong Kong, Shanghai, Seoul and Bangkok, cities with high experience drinking green tea, differences in perceptions became apparent (Graph 12). In Taipei, where the score for experience drinking green tea was highest, images of green tea were varied. Many image options returned high scores, including Like it, Seems healthy, Good for making you feel refreshed, Goes well with food and Good drink when you feel tired. Elsewhere, scores for Think it has become popular recently was high in Bangkok, Good for making you feel relaxed high in Shanghai, and Seems appropriate for dieting high in Seoul.

Graph12

Perceptions of green tea (5-city comparison)



Reference: Image of green tea: Detailed data by city

	1	2	3	4	5	6	7	8
	Think it has become popular recently	Good for making you feel relaxed	Like it	Seems appropriate for dieting	Seems healthy	Good for making you feel refreshed	Goes well with food	Good drink when you feel tired
14-city Asian average	31.3	27.8	27.1	26.4	25.3	20.9	19.9	16.1
Taipei	40.6	36.8	62.0	36.1	38.1	35.6	52.3	34.5
Hong Kong	31.1	37.0	51.5	36.5	38.1	27.3	50.0	21.0
Shanghai	26.5	54.2	33.2	25.0	20.4	35.3	9.4	27.0
Beijing	25.5	34.9	34.1	18.8	25.9	21.8	16.6	12.8
Seoul	9.6	30.6	20.4	47.8	31.2	11.2	30.6	19.2
Guangzhou	34.4	41.9	27.3	29.7	28.2	34.1	31.4	30.7
Bangkok	46.4	32.9	39.6	17.3	22.0	35.3	25.5	18.1
Singapore	27.8	39.3	42.8	28.8	33.1	25.9	29.0	21.2
Ho Chi Minh City	36.0	31.9	22.0	30.4	30.3	25.1	22.4	19.4
Manila	12.6	9.8	12.9	23.9	13.0	5.5	1.3	2.8
Kuala Lumpur	16.9	22.1	6.2	19.9	20.1	10.4	8.4	8.4
Jakarta	17.3	10.3	8.5	13.9	13.6	8.4	8.3	4.3
Mumbai	47.1	12.3	21.4	21.4	32.7	13.7	1.1	7.4
Delhi	56.4	1.6	2.2	29.5	12.4	2.4	1.3	1.6

Note: No data available for New York and Sao Paulo

Overview of survey data used in this report

Cities surveyed (16 cities)

Hong Kong, Taipei, Seoul, Shanghai, Beijing, Guangzhou, Singapore, Kuala Lumpur, Bangkok, Metro Manila, Jakarta, Ho Chi Minh City, Delhi, Mumbai, New York, Sao Paulo

Respondents: Males and females aged 15–54

Sample size: 11,687

Survey period: Late May–early September 2014

Global HABIT®

Hakuhodo Audience and Brand-User's index for Targeting

Global HABIT is a comprehensive Hakuhodo survey and database that has grown to cover 35 major cities worldwide since 2000. Survey data is collected every year, enabling not only comparisons between cities, but also time-series comparison of single cities. Single-source Global HABIT surveys probe individual *sei-katsu-sha*'s lifestyles, values, media contact, purchase attitudes and use, and perceptions of brands in many categories. This enables analysis not only of brand users, but of brand supporters at differing levels of perception (would consider purchasing, favor brand, brand fans, etc.).

Overview of Global HABIT 2014 survey

Cities surveyed: Hong Kong; Taipei (Taiwan); Seoul (Korea); Singapore; Kuala Lumpur (Malaysia); Bangkok (Thailand); Metro Manila (Philippines); Jakarta (Indonesia); Ho Chi Minh City (Vietnam); Yangon (Myanmar); Shanghai, Beijing, Guangzhou (China); Delhi, Mumbai (India); New York (USA); Sao Paulo (Brazil)

The cities Dalian, Shenyang, Wuhan, Chengdu, Hangzhou, Ningbo, Xian, Fuzhou (China); Sydney (Australia); Frankfurt, Berlin (Germany); Paris (France); Milan (Italy); Madrid (Spain); Los Angeles, Chicago (USA); London (UK) and Moscow (Russia) were surveyed in 2013 or earlier.

Respondents: Either 500 or 800 males and females aged 15–54 per city

- In Shanghai, Beijing and Guangzhou, an additional 1,500 male and female Chinese Power *Sei-katsu-sha* aged 25–54 with incomes of at least 20,000 RMB were also surveyed.
- In Delhi and Mumbai, an additional 1,000 male and female Indian Power *Sei-katsu-sha* aged 25–54 from SEC A2 with monthly household incomes of at least 40,000 INR were also surveyed.
- Responses were obtained from persons in the middle/high income bracket of each city (50–95% of the urban population) based on screening by household income.

Survey period: Late May–early September 2014

Survey methods:

In-home interviews (Asian cities other than Hong Kong, Taipei and Singapore; Sao Paulo)

Individual interviews at a central location (Hong Kong, Taipei, Seoul, Singapore, New York)

Main items surveyed (some apply only to China and other Asian countries):

Demographics and lifestyle

Demographics, lifestyles, environmental awareness, country-of-origin image, media/information contact, shopping, hobbies, sports, durable consumer goods ownership, category perceptions, travel, housing

Product & service usage

Insurance, credit cards, convenience stores, airlines, passenger cars, motorcycles, AV products, home appliances, mobile phones & smartphones, computers & printers, digital cameras & digital video cameras, copiers, watches, game consoles, alcoholic & non-alcoholic beverages, foodstuffs (instant foods, snack foods), toiletries, cosmetics, personal care products, sanitary products & disposable diapers

Contact:

Chie Nishio / Kunio Eto, Corporate Public Relations Div., Hakuhodo Inc.

E-mail: chie.nishio@hakuhodo.co.jp / kunio.eto@hakuhodo.co.jp