

MATSUMOTOKIYOSHI GUAM CO.,LTD.

Top Message

President and Representative Director

Tomoyuki Kataoka



Guam: a new frontier in April 2024 A key strategic hub to deliver health and beauty worldwide and drive our global evolution

In April 2024, we launched Matsumotokiyoshi Guam, our first store on the island. Situated in the Village of Donki Mall, a premier, high-traffic commercial destination near Antonio B. Won Pat International Airport, the store features an expansive lineup of approximately 5,500 SKUs, driven primarily by Japanese imports and private-brand (PB) products. The location consistently draws a broad customer base of both local residents and international tourists.

* SKU: Stock Keeping Unit

Name	MATSUMOTOKIYOSHI GUAM CO.,LTD.
Location	120 Chalan Pasahegu Suite 117, Tamuning, Guam 96913
Established	February 2023

Business Plans and Policies

We offer an extensive selection of products centered on pharmaceuticals, health foods, cosmetics, daily necessities, and foodstuffs to Guam's approximately 169,000 residents and over 700,000 annual tourists. To rapidly establish a solid business foundation in Guam, we leverage both our market-proven product expertise and the global expansion playbook we have cultivated in Japan.

Driven by our core concept of "bringing Matsumotokiyoshi to Guam just as it is in Japan," we replicate urban Japanese store layouts, shelf merchandising, and promotional materials—delivering an authentic experience that makes customers feel as if they have stepped into one of our stores in Japan.

Furthermore, directly imported PB products—available exclusively at our Group stores—have gained strong customer traction, serving as a powerful differentiator in the local market.

Future Policies

With a local population of approximately 169,000, Guam's economy is heavily driven by its primary industry, tourism, which accounts for roughly 70% of total economic activity.

Post-pandemic tourist arrivals are rebounding sharply, led by a steady influx of South Korean visitors fueling current economic growth.

We are committed to advancing our store operations in Guam, offering high-quality, value-added "Made in Japan" products and PB lines tailored to serve a broad customer base of both local residents and visiting tourists.

