

MATSUMOTO KIYOSHI (HK) CO., LIMITED

Top Message

President and Representative Director

Yasunori Hayashi



Matsumoto Kiyoshi: The Premier Destination for Japanese Products in Hong Kong.

**Making Matsumoto Kiyoshi Hong Kong the first name
that comes to mind for authentic Japanese products**

Japan is a familiar and beloved destination for people in Hong Kong, so much so that they describe traveling to Japan as a "homecoming." Matsumotokiyoshi is the drugstore that Hong Kong people often stop by during their "homecoming" (stay in Japan), and a surprisingly large number of people visit our stores. We opened our first store in May 2022 and received many more customers than expected. After opening our first store, we have steadily expanded our store network, opening 12 stores over the past three years. In addition, each store is located in a well-known commercial facility in Hong Kong and attracts a huge number of customers daily.

Number of
stores by area

Total
18 stores

Kowloon **6 stores**

Hong Kong
Island **2 store**

New
Territories **10 stores**

*As of the end of March 2026

Name
Location
Established

MATSUMOTO KIYOSHI (HK) CO., LIMITED
Unit 08BC, 13/F, Lippo Sun Plaza, 28 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong
July 2007

Business Plans and Policies

We are dedicated to establishing Matsumoto Kiyoshi Hong Kong as the first name that comes to mind for authentic Japanese products. Our store concept centers on "Bringing the authentic Japanese Matsumoto Kiyoshi experience directly to Hong Kong." To seamlessly recreate the atmosphere of our Japan-based locations, we meticulously align every detail, from mirroring the layouts of flagship stores in central Tokyo to utilizing identical promotional materials. Our products, particularly our exclusive lineups, have resonated deeply with Hong Kong consumers. Specifically, we drive competitive differentiation by offering an exclusive lineup of products imported from Japan. This portfolio includes our proprietary private brands—including items featuring the "MAJICOCO" mark—alongside national-brand products previously unreleased in Hong Kong.

*The "MAJICOCO" mark denotes proprietary products co-developed with leading manufacturers and available exclusively at Matsukiyo Cocokara & Co.—a naming play on its exclusivity: "Only available at Matsumoto Kiyoshi and Cocokara Fine" or "Seriously, available only here."

Future Policies

With a population of approximately 7 million concentrated in an area half the size of Tokyo, Hong Kong boasts a population density roughly 20 times that of Japan. As a global financial hub with a per capita GDP 1.5 times higher than Japan's, the market represents a highly affluent consumer base. Four years after launching our first store, our network has grown to 18 locations, yet we see substantial room for further expansion. Guided by our slogan, "For Japanese products in Hong Kong, choose Matsumoto Kiyoshi Hong Kong," we are aggressively accelerating network expansion to deliver premium Japanese quality to a broader market.

