

Matsumotokiyoshi Co., Ltd.

Top Message

President and Representative Director
Takashi Matsumoto



Aiming to be a cutting-edge marketing company in the health and beauty sector.

Guided by our founding philosophy of "serving the health and beauty of our local communities," we have expanded our market share by building a dominant presence in key areas, primarily across the three major metropolitan regions of Kanto, Tokai, and Kansai. Today, as a core company of MatsukiyoCocokara & Co., we drive the Group's growth by developing new store formats that precisely meet market needs and accelerating digital marketing strategies to address increasingly diverse consumer behaviors.

Number of stores by area	Total 1,175 stores			
	Kanto	Tokai	Kansai	Kou-Shin-Etsu and Hokuriku
	852 stores	124 stores	166 stores	1 store
		Chugoku and Shikoku 2 stores	Kyushu (Okinawa) 30 stores	

*(Including 78 franchised stores) Drugstores with dispensing pharmacies: 297 | Standalone pharmacies: 51
(As of the end of March 2026)

Name	Matsumotokiyoshi Co., Ltd.
Location	9-1 Shinmatsudo-Higashi, Matsudo-shi, Chiba 270-8501 Japan
Tel:	+81-47-344-5111 (Representative)
Established	December 1932

Business Plans and Policies

To provide our customers with an enjoyable shopping experience, we are advancing the development and renovation of stores based on five format concepts: Standard, Suburban Daily, Urban Flagship, matsukiyo LAB, and Global. With a particular focus on establishing a new brand image for the next generation, our flagship stores—including SHIBUYA DOGENZAKA FLAG and GINZA FLAG—feature products trending on social media and limited-edition items. Alongside the introduction of our new "マ" (Ma) logo, we strive to cultivate our distinctiveness as an ever-exciting trendsetting destination. To inspire customers to feel, "I want to shop at Matsumotokiyoshi," we leverage the vast purchasing data gathered across all customer touchpoints to develop private-brand products that perfectly capture their expectations. Furthermore, we aim to differentiate ourselves and remain the brand of choice by offering personalized beauty solutions via "MatsukiyoCocokara Be" and blending online and physical store channels to connect with customers anytime, anywhere.

Future Policies

As society-wide digitalization accelerates and customer lifestyles evolve, we, as a core company of MatsukiyoCocokara & Co., will create new shopping experiences by seamlessly integrating our digital infrastructure with our robust store network. Leveraging one of Japan's largest networks of customer touchpoints and our highly specialized analytical capabilities, we deliver forward-looking services tailored to anticipate customer needs. Moving forward, we will continue to create value that delights our customers and makes them say "Wow!" as we evolve into a premier platform for health and beauty.

