

Matsumotokiyoshi (Taiwan) Limited

Top Message

President and Representative Director
Yasunori Hayashi



To accelerate competitive differentiation, we are driving the import, development, and expansion of our proprietary and private-brand products

In 2018, we entered the Taiwan market, forming a joint venture with retail giant TAI LUNG CAPITAL INC. in January and launching our first store in October. Following the dissolution of the joint venture in November 2019, the entity became a wholly owned subsidiary of Matsumoto Kiyoshi Group, establishing itself as Taiwan's only 100% Japanese-owned drugstore chain. As of March 2026, our network has expanded to 23 stores, centered primarily in and around Taipei City. Taiwan features six major special municipalities with populations exceeding 1.25 million: Taipei, New Taipei, Taoyuan, Taichung, Tainan, and Kaohsiung. We have successfully built our store network across five of these key cities, with Tainan being the sole exception. To drive brand awareness across southern Taiwan, we have opened two stores within premier commercial hubs in Kaohsiung City. In 2019, we expanded into Hsinchu City, a premier hub for IT and semiconductor giants like TSMC. Since its launch, this location has consistently delivered exceptional performance.

Number of stores by area	Total	Taipei area	New Taipei City area	Taoyuan area
	23 stores	11 stores	4 stores	3 stores
		Hsinchu area	Taichung area	Kaohsiung area
		1 store	2 stores	2 stores

*As of the end of March 2026

Name	Matsumotokiyoshi (Taiwan) Limited
Location	9F.-5, No.104, Minquan W.Rd., Datong Dist., Taipei City 103, Taiwan
Established	January 2018

Business Plans and Policies

As we enter our ninth year in Taiwan, our operations have demonstrated strong resilience, successfully navigating three years of unprecedented challenges brought by the COVID-19 pandemic. Even amid these disruptions, we have steadily expanded our store network. To elevate our brand awareness and promote Japanese imports and private-brand items in Taiwan, we are prioritizing the strategic expansion of our store network. We will further solidify our dominant presence in the Taipei area—a leading global metropolis in Asia—while simultaneously expanding into major cities across the central and southern regions. To optimize profitability, we are accelerating the import of our private-brand products, increasing SKU availability, and stepping up the local development and launch of Taiwan-manufactured private-brand items to drive substantial expansion in gross profit margins. These initiatives will propel competitive differentiation and sustainable business growth, ensuring Matsumoto Kiyoshi remains the preferred choice for customers in both Japan and Taiwan.

Future Policies

Taiwan is set to implement major regulatory reforms governing cosmetics imports. Starting July 2026, Taiwan will fully mandate the Product Information File (PIF) system for general cosmetics imports to enforce rigorous product safety and quality control. This system requires a comprehensive dossier that aggregates all data required for each product. The regulatory framework mandates that cosmetics distributors in Taiwan maintain an updated PIF for every product, subject to on-site audits by the Taiwan Food and Drug Administration (TFDA). The full implementation of this system is anticipated to eliminate unauthorized parallel imports. We view this regulatory shift as an opportunity to deepen our partnership with Japan, allowing us to expand our exclusive lineup of authentic products and solidify our market-leading presence in Taiwan.

