

Japan: opportunities in quality brands

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Join Investment manager Tolibjon Tursunov in discovering why leading quality brands in Japan like Uniqlo, Shiseido and Sony are so successful globally.

Your capital is at risk. Past performance is not a guide to future returns.

Tolibjon Tursunov: **Japan is home to some of the world's** most famous brands. Uniqlo, Bridgestone, Shiseido, Sony, Asahi. What unites these brands? It is not just large amounts of advertising spend. Delivering high-quality experiences and doing so consistently is what makes a brand a brand in the eyes of the consumer.

We all know that the demand for these brands is high, but the growth rate hasn't stopped. Globally, some half a billion people are expected to join the ranks of being customers of these brands over the next five years. Take Uniqlo for example. The company has gone from being relatively unknown Japanese company, to sourcing the majority of its sales from the overseas markets, all in the last 10 years. Its journey is set to continue, driven by further expansion in the South East Asian countries in particular. Another example is Shiseido. It began as a western-style pharmacy in Japan and through customer care and focus on R&D (research and development), it has become one of the leading skincare brands globally.

The journey to building premium brands, that climb a global podium requires persistency, customer focus and a long-term mindset. The traits that we see plentiful in Japanese corporates.

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