



DAISO

CORPORATE PROFILE

2026.2

Company Policy

Enriching lives around the world with affordable prices
~Exciting Price, Exciting Quality~

Company Mission

Continuously providing happiness and enrichment through creative thinking.
Pursuing the excitement of discovering
“Oh! Daiso has everything, even ...!”

Shared Values

Continue to seeking "DANZEN" in all things
~ Three Arrows ~

MESSAGE

Buy more than usual, because it's all at an affordable price.
Try something out, because it's an affordable price.
Casually buy something new, because it's an affordable price
and find that it has changed your daily life.
Daiso believes that offering products at affordable prices
has unlimited potential to improve people's lives.
As such, we want to contribute to enriching people's lives
by providing the joy of discovering that Daiso carries “even this!”
and the surprise that our stores have “so many products!”
The DANZEN widest selection of products of the DANZEN best quality,
featuring the DANZEN most fun ideas.
Daiso seeks to make shopping, lifestyles and the world in general
more fun and exciting with the potential of this affordable price.

DANZEN! DAISO!

“DANZEN” is a Japanese term that, for the Daiso Group, means to be the “absolute best” as we strive to exceed our customers’ expectations with our products, services, and stores, looking to inspire “fun and interesting,” “joy and wonder,” and “peace of mind and trust” in the minds of our customers. At the same time, “DANZEN” also refers to the attitude of our employees as they enthusiastically strive to achieve the above.



Daiso Industries Co., Ltd.
Seiji Yano,
President and Representative Director

An Aspiring Global Retailer founded in Japan

Under our Company Policy of “Enriching lives around the world with affordable prices ~Exciting Price, Exciting Quality~, we aim to become a global retailer founded in Japan. In order to improve the global value of the DAISO Brand, we revised our corporate identity and brand message in March 2019.
We aim to continuously provide “~Exciting Price, Exciting Quality~” which exceeds our customers’ expectations according to our Three Arrows driving us to seek DANZEN in all things, as our “DANZEN! DAISO!” slogan states. In order to accomplish this goal, we aim to establish a global brand by providing products with DANZEN unparalleled value, as well as by innovating and refining our business model from our customers’ perspective to allow us to achieve optimal product procurement, distribution networks and store sales for both our domestic and international business strategies.

Working to become a part of the global lifestyle infrastructure

Daiso has established its business model by creating its stores not based on a product genre, but rather on a genre of selling all products for a flat 100 yen, and has is the first to have expanded this to a global chain of such stores .With the Daiso, Standard Products, and Threeppy stores, the chain now has 4,784 stores in Japan and 1,107stores in 25 countries and regions overseas making a total of more than 5,891 stores worldwide (as of the end of February 2026). The company handles a wide range of products for everything from daily necessities to hobbies that enrich people's lives and currently has approximately 58,000 items in its product lineup across the three brands. 84% of these products are developed in-house.
In addition, we develop 1,600 new items every month, offering surprises to our customers every day. We continue to open new stores every year in Japan and overseas and are highly regarded as a company that serves as the infrastructure for people's daily lives around the world.

Customers
Employees
Company



Strength in **Products**
Strength in **Logistics**
Strength in **Stores**

^{*1} The "Three Arrows" are designed based on the "A" in the English spelling of "DAISO", and represent are strong commitment to "making the lives of people better" and "updating people's lifestyles".

COMPANY INFORMATION

Company name	Daiso Industries Co., Ltd.
Representative	Seiji Yano, President and Representative Director
Address	1-4-14 Saijo-Yoshiyukihigashi, Higashihiroshima City, Hiroshima Prefecture, Japan, 739-8501 Tel.: 082-420-0100 (Representative)
Established	December 1977
Capital	2.7 billion yen
Sales	771.0 billion yen (consolidated), 698.3 billion yen (unconsolidated) (as of the end of February 2026)
No. of Daiso Group Stores	5,891 stores worldwide (as of the end of February 2026) Stores in Japan: 4,784 stores (3,935 directly operated stores, 849 distributor stores (non-directly operated stores) Stores Overseas: 1,107 (in 26 countries and regions worldwide, including Japan)
No. of employees	26,446 employees (as of the end of February 2026) Full-time employees: 784 employees Staff Employees: 25,662 employees (equivalent total based on 8-hour workday)
Major clients	Aeon, Izumi, Ito-Yokado, CO-OP Sapporo, Sanwa, Daiwa House Industry, Tokyu Store, PPIH, Fuji, Heiwado, Belc, Maruetsu, Mitsui Fudosan, Yaoko, York Benimaru, other volume retailers (noted in Japanese phonetic order)

DANZEN! Strength in Stores

Stores opened in all

47 prefectures of Japan **4,784** stores in Japan **268** new stores opened per year

*Number of stores within Japan as of FY2025

3 Brand Store

DAISO  × Standard Products × THREEPPY



[Global Flagship Store] Marronnier Gate Ginza Store (Approx. 1,645㎡) DAISO (Approx. 1,044㎡)



Standard Products (Approx. 429㎡)



THREEPPY (Approx. 168㎡)



[Flagship Store] Ikebukuro Tobu Store (Approx. 2,359㎡) DAISO (Approx. 1,838㎡)



Standard Products (Approx. 359㎡)



THREEPPY (Approx. 164㎡)



Arcakit Kinshicho Store(Approx. 2,736㎡) DAISO (Approx. 2,314㎡)



Standard Products (Approx. 314㎡)



THREEPPY (Approx. 112㎡)

Daiso stores come in a wide variety of sizes and styles.
We develop attractive stores to suit the locations and customers.

Diverse store styles

3 Brand Store	2 Brand Store	Stand-Alone Store	Ekinaka (inside Train Stations)	Shopping District Stores
Road-Front Store	Volume Retailer Store	N S C	Shopping Mall Store	Roadside Store

2 Brand Store

DAISO  × Standard Products



Shibuya Mark City Store (Approx. 1,567㎡)



DAISO (Approx 1,305㎡), Standard Products (Approx. 261.2㎡)

Standard Products × THREEPPY



Yaechika (Yaesu Underground Shopping Mall) Store (Approx. 376.5㎡)



Standard Products (Approx. 260.8㎡), THREEPPY (Approx. 115.7㎡)

DAISO  × THREEPPY



Your Elm Narita Store (Approx. 1,372㎡)



DAISO (Approx. 1,246㎡), THREEPPY (Approx. 125㎡)

DANZEN! Strength in Stores

Stand-Alone Store



Mega store

[Flagship Store] Osaka Umeda Store (Approx. 2,439 m²)

Mega store

Roadside Store

Toyohashi Shimoji Store (Approx. 1,646 m²)



Standard store

LAZONA Kawasaki Plaza Store (Approx. 833.1 m²)

Standard store

LINKS UMEDA Store (Approx. 793 m²)



Small store

Road-Front Store

Ningyocho Station Store (Approx. 181 m²)

Small store

Ekinaka (inside Train Stations)

AMU PLAZA KOKURA Store (Approx. 138 m²)

Sales Distributor Stores



Konan Hirano Uriwari Store (Approx. 528 m²)



Okuwa Izumisano Shohudai Store (Approx. 958 m²)

Sales Corners (Wholesale)

A Daiso space is created in a corner of a supermarket, etc. and the customers pay at the main cash registers along with their food and other purchases.



Comodi-iida Mitaka Store (Approx. 310 m²)



Kasumi Hitachi Toyoura Store (Approx. 46 m²)

DANZEN! Strength in Stores

Around the world, Daiso continues to evolve into a global business, providing DANZEN! high quality products in a DANZEN! wide selection.

5,891 stores in 26 countries and regions worldwide

*As of the end of February 2026
(*Includes joint ventures and distributor stores)
(*26 countries and regions around the world (including Japan))

Daiso launched its first overseas store in Taiwan in 2001.

In the approximately 25 years since then, Daiso has opened 1,107 stores in 25 countries and regions outside of Japan.

Japan
4,784 stores

- Japan From 100 yen 4,784 stores

Middle East
93 stores

- UAE From 7.5 UAE Dirham 51 stores
- Kuwait From 0.6 Kuwaiti Dinars 8 stores
- Qatar From 7 Qatari Riyal 12 stores
- Bahrain From 0.7 Bahrain Dinars 4 stores
- Saudi Arabia From 8 Rial 14 stores
- Oman From 0.7 Omani Rial 4 stores

Oceania
44 stores

- Australia From 3.3 Australian Dollars 38 stores
- New Zealand From 3.5 New Zealand Dollars 6 stores

Asia
549 stores *Excluding Japan

- Greater China
- Mainland China From 10 Yuan 3 stores
 - Hong Kong From 12 Hong Kong Dollars 74 stores
 - Macau From 15 Macanese Pataca 14 stores
 - Taiwan From 49 Yuan 109 stores
 - Thailand From 60 Baht 88 stores
 - Malaysia From 5.9 Ringgit 73 stores
 - Philippines From 98 Philippine Pesos 87 stores
 - Singapore From 2 Singapore Dollars 48 stores
 - Vietnam From 40,000 Dong 6 stores
 - Indonesia From 31,100 Indonesian Rupiah 11 stores
 - Mongolia From 5,999 Tugrik 19 stores
 - Cambodia From 1.9 U.S. Dollars 7 stores
 - Republic of India From 99 Indian rupee 9 store
 - Brunei From 2.2 Brunei dollar 1 store

North America
236 stores

- United States From 2.25 U.S. Dollars 231 stores
- Canada From 2.5 Canadian Dollars 5 store

South America
185 stores

- Brazil From 9.99 Brazilian Real 185 stores

DANZEN! Strength in Stores

Daiso aims to be a company that transcends borders and is indispensable to customers all over the world.

United States Bohl Farm Marketplace Store (Approx. 1,156㎡)



DAISO(Approx.793.7㎡) Standard Products(Approx.262.4㎡) THREEPPY(Approx.102.5㎡)

Thailand DAISO One Bangkok Store (Approx. 1,230㎡)



DAISO(Approx.742.1㎡) Standard Products(Approx.372㎡) THREEPPY(Approx.117㎡)

Singapore IMM Store (Approx. 1782.8 ㎡)



DAISO(Approx.1,359㎡) Standard Products(Approx.273.1㎡) THREEPPY(Approx.150.7㎡)

United States (New York)



Brazil



Canada



Australia



UAE



China



Philippines



India



Taiwan LaLaport North Building Store (Approx 1,065 ㎡)



DAISO(Approx.749㎡) Standard Products(Approx.206㎡) THREEPPY(Approx.110㎡)

Overseas Stores Breakdown			
	Directly operated stores	Distributor stores	Total
United States	226	5	231
Canada	5		5
Brazil	76	109	185
Mainland China		3	3
Hong Kong		74	74
Macau		14	14
Taiwan	109		109
Thailand	87	1	88
Malaysia		73	73
Philippines		87	87
Singapore	48		48
Vietnam		6	6
Indonesia		11	11
Mongolia		19	19
Cambodia		7	7
Brunei		1	1
Republic of India		9	9
Australia		38	38
New Zealand		6	6
UAE		51	51
Kuwait		8	8
Qatar		12	12
Bahrain		4	4
Saudi Arabia		14	14
Oman		4	4
	551	556	1,107

*As of the end of February 2026

DANZEN! Strength in Products

“Wow, there’s this and that!” “Daiso even had..!”
Continuously offering the fun of choosing and
peace of mind from a wide variety of products.

Product lineup
Approximately
52,000
items

Of which approximately
84 %
are developed in-house

Approximately
1,600
new products per month
*As of the end of February 2026

Proposal style Sales Spaces

Photo Spots, Fan Activities, and Accessories Corner



Environmentally Friendly Products Corner



Japanese “dagashi” Snack Corner



Stationery



Toys and Party Goods



Cosmetics and Hair Care



Camping Goods



Fishing Accessories



Hair Accessories



DANZEN! Strength in Products

With unbelievable quality and unique ideas,
Daiso continues to create DANZEN! top quality products.

Bath and Hygienic Goods



Electrical Accessories



Living Room Corner



Disaster Preparation/
Prevention Goods



Japanese and
Western Tableware



Kitchen Accessories



Handmade Craft Goods



Gardening Supplies



Interior Goods



DIY and Tools



DANZEN! Strength in Supply

Daiso has built systems which make it possible to quickly, safely and precisely deliver products to stores around the globe.

Domestic and overseas distribution centers

23 centers

Total Warehouse Area
Approximately

826,446 m²

Number of containers imported into Japan (group-wide)

Approximately

100,000

containers per year

*As of the end of February 2026

Japan Domestic RDCs



Kanagawa RDC (53,460 m²)



Chiba RDC (102,479 m²)



Saitama RDC (59,504 m²)



Nagoya RDC (72,727 m²)



Osaka RDC (69,421 m²)



Hokkaido RDC (34,380 m²)



Niigata RDC (41,322 m²)

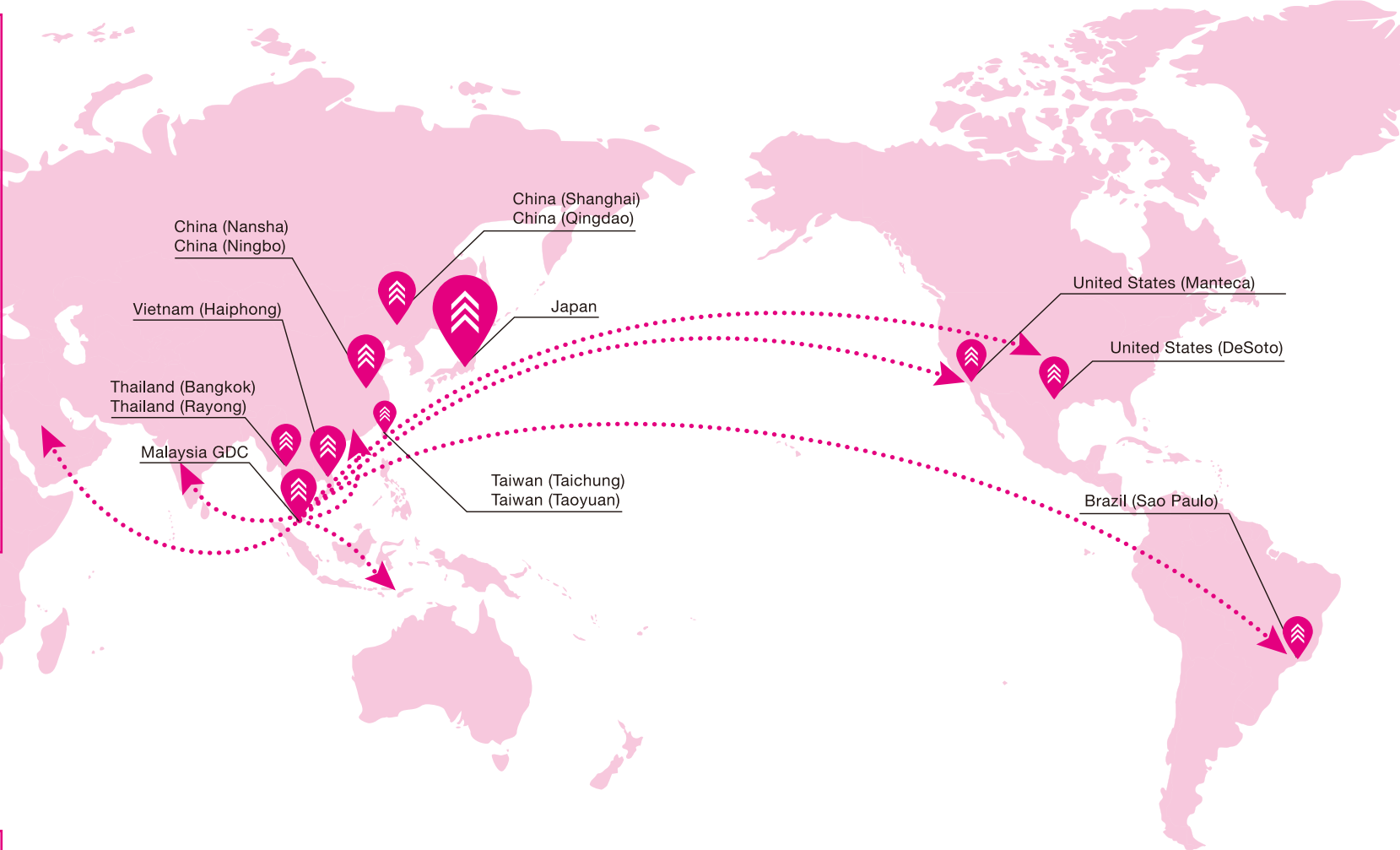


Hiroshima RDC (41,322 m²)



Kyushu RDC (96,770 m²)

*RDC is an abbreviation for "Regional Distribution Center".



Global Distribution Warehouses and Factories



Shanghai Warehouse (33,117 m²)



Nansya Warehouse (15,930 m²)



Vietnam Warehouse and Factory (19,835 m²)



Malaysia Warehouse (24,347 m²)



Brazil Warehouse (12,000 m²)



Thailand Warehouse and Factory (38,692 m²)



United States (DeSoto) Warehouse (19,511 m²)

Environmental Initiatives



We installed solar power systems (Mega Solar) at seven RDCs and switched from cardboard boxes to reusable containers for shipping to stores, thereby reducing unnecessary cardboard and contributing to the global environment. Approx. 60,000 collapsible containers used per day in Japan (total for all 9 RDCs)

Operation starts in 2027



New Malaysia GDC

Under construction (122,093 m²) *Operation starts in 2027

*GDC stands for Global Distribution Center.



Standard Products



We strive to provide products that contribute to a sustainable society through collaborations with Japan's local industries and environmentally friendly initiatives.



Standard Products



A little better is always really nice.
Making everyday products used during daily life a little more fun and easier to use. This brand features a selection of standard items, including environmentally friendly products, and locally produced goods, focusing around a ¥300 price point, which is affordable and approachable for any age or gender.





Adorable. Just like me.
 This brand features a selection of original items with colorful and playful characteristics, mainly at a ¥300 price point. "Making everyday items into something special" is the Threeppy brand concept.



Social Initiatives

Daiso actively engages in a variety of social initiatives and activities through support for sports and people with disabilities and more, including a women's "ekiden" relay race club and art by people with disabilities.

Sports

Daiso Women's Ekiden Relay Race Club

Based in Higashihiroshima City, Hiroshima Prefecture, where Daiso was founded, the team actively participates in competitions around Japan. They placed 5th in the Princess Ekiden in 2022 and previously competed twice in the Queen's Ekiden. In addition, the company is also supports athletics classes and other activities for both promotion of sport and to give back to the community. In 2022 at the 71st All Japan Corporate Teams Athletics Championships, the team won "Businessman Team of The Year."



Providing support as a main sponsor of the Emperor's Cup Inter Prefectural Men's Ekiden

Since 2015, we have been the main sponsor of the Emperor's Cup National Men's Ekiden. On the day of the competition, a trophy made from repurposed origami cranes from the Peace Memorial Park is awarded as a special sponsor prize. These were created by high school students in the Creative Expression Course of Hiroshima Municipal Motomachi Senior High School's General Education Department.



Paralym Art Platinum Partners



This initiative by the Shogaisha Jiritsu Suishin Kikou Association (translated: "Association for Promotion of Independence of People with Disabilities") promotes social participation and economic independence for people with disabilities. Daiso contributes not only as a "Platinum Partner" for the art initiative, but also donates 2.5% from the sales of products which feature designs from the program. Daiso continuously strives to fulfill our responsibility to voluntarily contribute to society through our business activities.

Setouchi Olive Foundation Corporate Supporter



In October 2024, we became a corporate supporter of the Setouchi Olive Foundation, a certified NPO established with the goal of protecting and restoring the natural environment of the Seto Inland Sea. Standard Products sells products made with olive oil from Teshima and donates a portion of the proceeds to support efforts to restore the natural environment of Teshima in Kagawa Prefecture.

Customer Reviews

We receive high praise from our customers.

Brand Japan 2026

Ranked 3rd in the Overall Rankings in the General Consumers Category (evaluations by general consumers)

Four consecutive years ranked in the Top 10!

2026	2025	Brand name
1	25	SUNTORY
2	1	YouTube
3	6	DAISO
4	42	Panasonic
5	4	Mujirushi Ryohin[MUJI]
6	5	UNIQLO
7	26	McDonald's
8	21	AEON
9	2	Google
10	59	SONY
11	28	AEON MALL
12	13	Nintendo
13	47	Saizeriya
14	28	Disney
15	17	iPhone

Source: Nikkei BP Consulting Inc.

Received the "Excellence Award

(Judging Committee Award)" at the 2025 Product Safety Measures Excellent Company Awards (PS Awards 2025)

This award recognized the company for the rigorous product safety measures led by our industry-first Quality Control Department, its efforts to ensure safety through enhanced management and oversight of overseas business partners, and its initiatives to promote safety awareness through the DAISO Anshin Lab and the DAISO Circle.



Won the "International Retailer of the Year Grand Prize at the RLI Awards 2025!

We received the "International Retailer of the Year" Grand Prize at the RLI Awards 2025, organized by Retail & Leisure International, the publisher of the magazine Retail & Leisure International, which covers the global retail and leisure industries. This is the second time Daiso Industries received this award, after first winning it in 2023. In 2024, it was awarded "Highly Commended," an honor that goes to a company or brand that earned high praise alongside the Grand Prize winners.



DAISO Original Trading Card Game "Mushi Jingi" Wins the "2025 Shogakukan DIME Trend Grand Prize – Entertainment Category Award"

"Mushi Jingi" is an original trading card game that features insects as its main theme. This allows players to become familiar with insects and nature while playing and to deepen bonds between friends and family. Since its release in November 2022, the game has gained a large following among both children and adults thanks to its simple and easy-to-understand rules. It was recognized for its achievements built in collaboration with fans, including the introduction of an official supporter program that allows members to host official tournaments.



For All Customers

We are committed to improving and developing our services to meet the needs of society, while staying close to the feelings of our customers.

DAISO Official Character Debuts!

DAISO

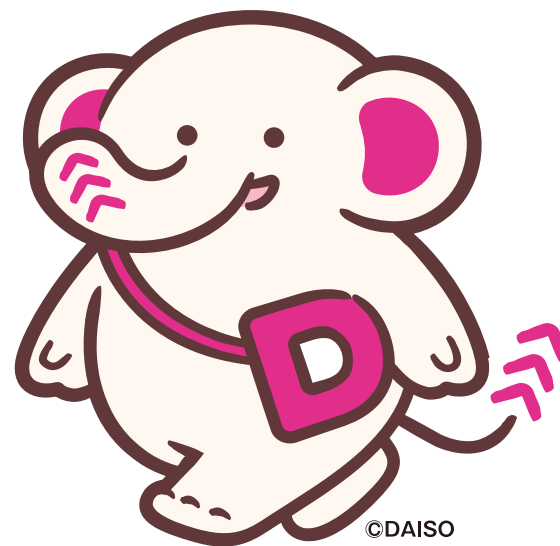
We want to share Daiso's excitement and charm with the world even more!

Driven by this desire, Daiso's official character, Daizo, was born!

Selected from numerous entries submitted by Daiso staff around the world, this character is truly filled with "love for Daiso".



Daizo Special Website



©DAISO

DAISO App

Currently available in Japan

Inventory search

You can check the inventory status of each store at your fingertips.



Fan Community "Daiso Circle"

This is a space for co-creation where we exchange information and interact with our fans regarding our brand and products.



Online Store

Offers approximately 30,000 products, including hygiene products, cosmetics, mobile goods, and hobby goods essential to daily life.



<https://www.daiso-sangyo.co.jp/app>



COMPANY HISTORY

1972

Yano Shoten established.
Mobile sales commenced, a precursor to Daiso Industries.



1977

Daiso Industries incorporated.
All prices set to a uniform ¥100. Foundation for bidirectional volume sales and volume purchasing is established.



1987

¥100 Shop Daiso begins to be developed.
Shifts from mobile sales to permanent stores with the opening of the 1st distributor store.



1991

1st directly operated store opened.
The 1st store, the Takamatsu Store, is even more successful than expected.
Full-scale store chain development begins.



1999

Number of stores in Japan breaks 1,000 (including both directly operated and distributor stores).

New stores continue to be opened at an extraordinary pace of 50 to 60 stores per month. This contributes to greater purchasing power and recognition.



2001

1st overseas store is opened.
Overseas expansion begins in Taiwan. In 2009 the brand is awarded as the "No. 1 brand chosen by customers" in Taiwan.



2005

Stores are opened in 10 countries and regions outside Japan.

Stores are opened in 10 countries and regions outside Japan within just 5 years of the commencement of overseas expansion. The brand begins to become more recognized by overseas customers.



2007

Thailand warehouse and factory commences operation.
Plastic factory and warehouse is constructed.



2008

Stores are opened in 20 countries and regions outside Japan.

Stores are opened in 20 countries and regions outside Japan within just another 3 years. Daiso brand recognition begins to grow overseas as well.



2010

3,000 stores opened worldwide.
A total of 3,000 stores are opened worldwide including both those in Japan and overseas.



2012

RDC are constructed and commence operation.

RDC are constructed and commence operation at 8 locations throughout Japan, beginning with the Saitama RDC.



2015

Chubu Shokai is acquired as a subsidiary through purchase of shares.

Chubu Shokai, which developed and operated "Orange" ¥100 yen shops in Shizuoka, is acquired.



2016

Plus Heart is acquired.
Plus Heart, which operated household goods stores throughout Japan, is acquired by subsidiary ALO.

Plus Heart

2016

Vietnam warehouse and factory commences operation.
Operates as a warehouse and factory.



2018

New President and Representative Director
Seiji Yano is appointed president and representative director.

DAISO

Business development of the ¥300 Shop THREEPPY begins.

ALO and Chubu Shokai are taken over.

5,000 stores opened worldwide

5,000 stores are opened in 28 countries and regions around the world in just 46 years since the founding of Yano Shoten.

THREEPPY



2019

New Corporate Identity
Corporate identity is established. Logo revised to use a uniform global logo.



2020

¥300 Shop CouCou business is acquired.

CouCou is acquired from Build Jump Japan Co., Ltd.

CouCou



B2B e-commerce site established.
Begins offering approximately 10,000 items.

2021

New business categories are developed.
Two new brands, "Standard Products" and "Natural Coordinate", are developed.

Standard Products

Natural Coordinate

B2B e-commerce site established.
Service begins to a limited area for orders starting at a single product.



2022

Global Flagship Store opened in Ginza
THREEPPY re-branding

DAISO HAPPY

THREEPPY

2023

Received RLI Awards
Kanagawa RDC begins operation
DAISO App (inventory search and fan community) started.

DAISO

2024

Expanded into Guam and Brunei
Entered Sponsorship agreement with the Los Angeles Dodgers

2025

PS Award: Excellence Award Winner
Daiso's Official Character "Daizo" Debuts

Official Daiso Website
<https://www.daiso-sangyo.co.jp>

DAISO

Daiso Industries Co., Ltd.

