

Chiikawa IP Business Opportunity and Strategic Analysis Report

Healing World, Creating Value, Sustaining Growth



1 IP Business Opportunity

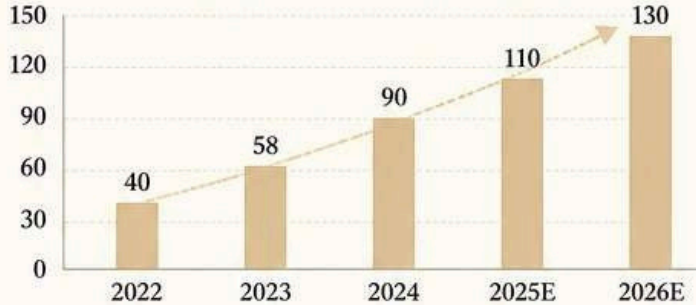
Market size reaches

90 B JPY

and continues to grow at high speed.



Market Size Growth Forecast (Unit: 10B JPY)



CAGR
(2022-2026E):
34.0%

*Market size: 2024 estimate



Expanding into diverse product categories and lifestyle touchpoints



Expanding both domestically and internationally



Deepening fan engagement and driving long-term growth

2 Marketing Mix (4P)



Product Strategy

- Develop a wide range of products across multiple categories (toys, apparel, stationery, lifestyle, etc.)
- Ensure high-quality design and strong brand consistency
- Enhance product depth to drive collection value and emotional connection



Price Strategy

- Set tiered pricing to address different consumer segments
- Balance affordability and premium value
- Offer limited editions and exclusive releases to enhance perceived value



Place Strategy

- Strengthen distribution across online and offline channels (official stores, e-commerce, pop-up stores, etc.)
- Expand global partnerships and cross-border channels
- Develop flagship stores and themed spaces to elevate brand experience

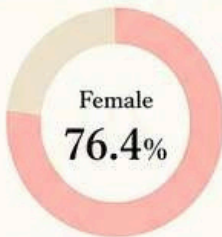


Promotion Strategy

- Leverage social media and short-form content to amplify reach
- Collaborate with KOLs / brands for joint marketing
- Launch seasonal campaigns and limited-time events to sustain buzz



3 Consumer Preferences



Core consumer group:
Female-driven



76.4% Female



23.6% Male

Healing Resonance: Chiikawa's gentle and heartwarming stories resonate deeply, building emotional connection and long-term loyalty.

4 Core Findings



Strong Social Diffusion

High topic engagement on social platforms drives wide awareness and attention.



High Brand Loyalty

Fans show strong emotional connection and repeat purchase behavior.



High Product Diversification

Wide product lineup across categories meets diverse consumer needs.



International Market Potential

Strong growth potential in Asia and global markets.



5 SWOT Analysis



Strengths

- Strong character appeal and emotional resonance
- Highly engaged fan base
- Diverse and expanding product portfolio



Weaknesses

- Over-reliance on core IP
- Limited production capacity during peak demand
- Risk of imitation and copycats



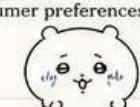
Opportunities

- Growing global demand for healing and cute IP
- Expansion into new categories and experiences
- Digital and content-based business opportunities



Threats

- Increased competition in IP and character market
- Economic downturn impacting consumer spending
- Changes in trends and consumer preferences



Create value with healing power,
making the world a gentler place together.