

Kanro Vision 2030

In February 2021, we formulated Kanro Vision 2030 (hereinafter “KV2030”), in which we defined our vision for Kanro in the year 2030. KV2030 will be our compass for the direction management should take through the increasingly uncertain environment created by the COVID-19 pandemic. Toward 2030, we will continue to center our product development policy on the pursuit of functionality and on

using ingredients themselves to the full.

With our core candy business—our starting point and the source of our strength—we will increasingly contribute to health and happiness through the development of new markets and expansion of our business domains.

We will also shift to a future of growth and evolution in partnership with society by strengthening our engagement with consumers

and our commitment to ESG management.

In February 2022, we established Medium-term Corporate Strategy 2024 as the first step on our path to the achievement of KV2030, with corporate purpose as the starting point. It includes specific measures based on the three priority strategies defined in KV2030.

Kanro Vision 2030	Sweeten the Future Creating a healthy future that is filled with smiles by offering products and services focusing on ingredients and functionality.
Priority strategies	Value creation, ESG management, and expansion of business domains
Business areas	
Strengths	Trust, brand, R&D capabilities, and quality assurance system
Financial targets*	Net sales of 50 billion yen, operating income ratio of 9% or higher, and ROIC of 10% or higher

*Figures for net sales and operating income ratio are restated due to application of the new revenue recognition standard

Kanro Vision 2030

Sweeten the Future

The “three priority strategies,” supported by “human resources and organization”



Three priority strategies

Value creation

A company that creates new values and contributes to health and a better society through its pursuit of “ingredients” and “functionality,” and with its passion for candies cultivated over 110 years of history and tradition.

ESG management

A company that addresses social issues by creating values through its business, as a company that cherishes harmony with society, that is needed by society, and is chosen by people.

Expansion of business domains

A company that continues to grow through diversified business development with domestic candy business at the core and with an eye on overseas, digital, and future markets.