

Toward Creating New Value

The Kuraray Group considers the products, technologies, and services we offer in light of various macro trends, clarifying social issues needing to be addressed and setting target fields to address them.

By channeling management resources into businesses and products related to these areas, and by exploring strategic acquisitions and corporate alliances, we will work to grow existing businesses and generate new businesses.

Our initiatives

Trend 1 Improvement of the global environment

Environmental-load reduction

- Air and water purification ▶ • Adsorption, filtering
- Reduce microplastics ▶ • Biodegradable polymers
• Functional enhancement of paper products
- Circular economy ▶ • Shift to mono-materials* (Feature P. 33)
• Circular business models
• Capitalizing on recycled raw materials

Global warming prevention

- Reduce GHG emissions ▶ • Promote the use of bio-based materials
• Contribute to weight reductions
• Conversion to alternative fuels, higher efficiency
- GHG capture ▶ • Separation and capture
- GHG utilization ▶ • Consider applications for Enhanced Oil Recovery (EOR)
• Polymer synthesized from CO₂

Trend 2 Food and water security

- Food-loss reduction ▶ • Prolongation of shelf life (Feature P. 33)
- Improve agricultural productivity ▶ • Materials for insect prevention and seed coating
- Safe water supply ▶ • Removal of PFAS, organic fluorine compounds

* Materials comprised of single material, rendering them easier to recycle

Trend 3 Digitalization, high-speed communications

- Electric and electronic device materials ▶ • Electronic devices and circuit substrates
• Semiconductor manufacturing equipment-related
- High-speed telecommunications device materials ▶ • Mobile data terminals (electromagnetic wave shields)
• 5G telecommunication device-related

Trend 4 Effective utilization of energy

- Materials for energy storage devices ▶ • Secondary batteries (anode materials, etc.)
- Energy-related materials ▶ • Wind power-generation materials
- Materials for electric and electronics devices ▶ • Next-generation vehicles (high-voltage parts)

Trend 5 Calls for higher quality of life (QOL)

- Medical and healthcare ▶ • Dental materials
• Cell culture solutions
- Beauty goods and living supplies ▶ • Water-soluble films for individual product packaging
• Sanitary goods
- Improve indoor and in-vehicle environments ▶ • Air purification
• Highly functional displays
• Vibration control sealants
• Interior parts (car seats, etc.)