



慶應義塾大学ビジネス・スクール

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Panasonic: Nanoe

Nanoe is an ingredient brand that Panasonic Corporation first carried in a product in 2003 and now (2010) is tackling with ever-increasing enthusiasm. Ingredient branding refers to the practice of incorporating the key attributes of one specific brand into another brand as ingredients. Examples include Intel's Pentium, Gore-Tex, Tempur, Xylitol, Aquos, and Antibacterial Ion.

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Outline of the Air Purifier Market

The following is an overview of trends in the air purifier market, which is the subject of this study. In Japan, air purifiers for business use first appeared in the market in the 1960s. After that, a full-fledged market for household air purifiers formed around 1982, following the appearance of cheaper and simpler products.¹ As of autumn 2009, household air purifiers were selling quite well. In response to the increasing demand for antivirus measures to counter the spread of a new strain of influenza, shipments in fiscal 2009 were expected to reach a scale of 1.7 million units, an increase of 16% over the previous year.²

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In recent years various secondary functions have been added to household air purifiers, but the principal functions are dust collection, deodorization, allergen neutralisation, and virus removal. Although there is no clear definition of technological categories, the representative ones are the fan type, the ion type and the air filtration type, which have been attracting considerable attention in recent years. Companies are incorporating ingredient brands into their products and proclaiming their benefits.

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Takuro Yoda (Professor, Graduate School of Business Administration, Keio University) and Mototaka Sakashita (Associate professor, Graduate School of Business Administration, Keio University) prepared this case as the basis for class discussion rather than to illustrate either effective or ineffective handling of an administrative situation.

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¹ *Matsushita Technical Journal*, Vol. 51, No. 3 (June 2005).

² *Nikkei Sangyo Shimbun* (September 18, 2009).