

Pigeon Ranks 84th in Best Japan Brands 2026

Pigeon Corporation (Headquarters: Tokyo; President and CEO: Ryo Yano) was included on Interbrand Japan's annual Best Japan Brands list for the seventh year running. In the Best Japan Brands 2026 list, Pigeon ranks 84th.

INTERBRAND BEST JAPAN BRANDS 2026

■ Comments from Interbrand Japan

Guided by its Purpose “We want to make the world more baby-friendly by furthering our commitment to understanding and addressing babies’ unique needs,” Pigeon continues to implement initiatives both within and outside the company. The results of establishing brand strategy as one of the three pillars of management in the 8th Mid-Term Management Plan, launched in 2023, have materialized into concrete initiatives in 2025. These include accelerating information dissemination and support activities to promote breastfeeding—such as expanding breast milk bank facilities and strengthening seminars and community activities—making it clear how the company is translating its mission into tangible value.

Furthermore, the company is evolving from articulating its brand vision to implementing it in society through initiatives such as diversifying customer touchpoints via digital channels and community engagement, as well as sharing and disseminating parenting experiences. As the examples show, efforts to further strengthen the brand foundation are currently underway.

■ Brand Leaders Interview

An interview with Ryo Yano, President and CEO at Pigeon Corporation is featured in the Best Japan Brands 2026 Brand Leaders Interview series. The interview is available at the following address:
<https://www.interbrandjapan.com/brandranking/2026-brand-value-interview-pigeon/>

Pigeon will continue engaging in a range of activities to increase its brand value under its brand promise of “Celebrate babies the way they are.”



The Pigeon brand offers baby care products, maternity products, and childcare services. By providing products and services based on more than 60 years of research, we work to make the world a more baby-friendly place. We also aim to cultivate the wonderful power innate to babies and create a world where all babies can shine just as they are.

Learn more about our initiatives around the world toward creating a baby-friendly future:
<https://www.pigeon.com/vision-of-a-baby-friendly-future/>