
MARKET FACTS!

MARKET FACT #338

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**RICHEST people in Japan has
Takaya Awata among them. He
became a billionaire in 2023 and is
now worth \$1.1 BILLION.**

DATE: September 9, 2024

COMMENT: Takaya Awata's fast-food business: [Maragume Seimen](#). He's adamant about fighting McDonalds and KFC, and has some impressive numbers behind him: "To grow domestically would mean snatching market share from rivals, including American juggernauts such as McDonald's and KFC, which between them operate over 4,000 stores in Japan. Despite this, [Toridoll posted record revenue of \\$1.6 billion in the latest fiscal year ended March, with 38% generated from overseas.](#)" **SOURCE:** [Forbes Newsletter, September 9, 2024.](#)

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