

Japan's Maruha Nichiro announces rebranding to Umios Corp from 2026

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Japanese seafood company Maruha Nichiro has revealed plans to rebrand as Umios Corp., effective March 1, 2026, pending shareholder approval at its general meeting on June 25, 2025.

The rebranding aligns with the company's long-term vision and mid-term management plan, "For the Ocean, For Life 2027." Maruha Nichiro aims to drive sustainable growth under a fresh identity, evolving into a "solution company" that collaborates with stakeholders to address social challenges through food innovation.

As part of its strategic roadmap to 2035, the company plans to establish a consumer-driven value cycle and integrate sustainability into its business model. Maruha Nichiro seeks to generate unique added value in sustainable protein and health-focused food solutions by leveraging its strengths in resource procurement, food processing, and supply chain management.

With ambitions for global expansion through localised strategies, the company is refining its business portfolio by prioritising sustainable initiatives and investing in downstream operations.

The mid-term plan, covering fiscal years 2026-2028, will focus on building this value cycle and advancing a "glocal" (global + local) approach to business.