



License

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Doraemon Business Division



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Doraemon licensing business

The Doraemon Business Division is responsible for managing all licensing matters related to the merchandising and promotion of the "Doraemon" character, both in Japan and worldwide.

Created by author Fujiko F. Fujio and first serialized in Shogakukan's school-grade magazines in 1970, "Doraemon" remains one of Japan's most iconic characters, beloved by a wide range of fans regardless of age, gender, or location. The film series, which began with the 1980's "Doraemon: Nobita's Dinosaur," celebrated its 45th anniversary in 2025.

In recent years, the company has been advancing new character branding initiatives, expanding beyond children's products to include design goods and apparel for adults, as well as actively developing pop-up events and café locations.

The Doraemon Future Department Store in Odaiba is now in its seventh year of operation.

We will continue to captivate Doraemon fans around the world with our diverse range of products.



Doraemon Future Department Store



THE DORAEMON STORE



Doraemon F's Kitchen

