

Our Journey Creating Happiness in Our Communities

Lawson's responsiveness to change, carrying on an unbroken line

Since its establishment, Lawson has responded proactively to changes in society, regularly identified customer needs, and developed new products and services. Lawson, which started as a handyman in the community, is now a component of infrastructure in the society. To ensure its position as an essential part of the community that provides support for residents, Lawson is determined to continue pursuing and advancing the "Hub of refreshment in every communities" from the customer's perspective.

LAWSON

1975

Opened the first LAWSON store in Sakurazuka, Toyonaka-city, Osaka

1977

Started 24-hour/day operations

1983

Started copying and printing services

1986

Launched "Kara-age-kun (fried chicken nuggets)"



からあげくん

1989

Started third-party bill settlement services for the payment of electricity and gas bills



1991

Started third-party bill settlement services for the payment of electricity and water bills



1996

Launched "Lawson Ticket" service



1996

Opened the first overseas store in Shanghai, China

1997

Realized Lawson's presence in all 47 prefectures of Japan



1998

Introduced "Loppi" multimedia terminals to all stores



2000

Opened first convenience store inside a hospital, "Hospital Lawson"

2000

Formed a business alliance with Mitsubishi Corporation

Handyman in the community

Contribution to solving social issues



1992

- Opened Station Park Waseda experimental environment and welfare store
- Established the LAWSON Green Town Fund (currently "LAWSON Green Fund")

1995

Collected donations for rescue work after the Great Hanshin-Awaji Earthquake

1975

Commencement of the Shinkansen service to Hakata

1983

Sea of Japan Earthquake

1989

Era name change (from Showa to Heisei)
Introduction of consumption tax

1991

Gulf War/Collapse of Japan's bubble economy

1998

ISO 14001 certification
(Shifted to the operation under a voluntary environmental management system in December 2019)



1997

- Started the food waste recycling system
- First convenience store to introduce low-environmental pollution delivery vehicles using CNG

2000

Mt. Fuji forest improvement project



1999

Stopped including chopsticks, spoons, and forks in boxed meals

Lawson as social infrastructure

Started the challenges to reduce food waste, plastic use, and CO₂ emissions

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2001
Started automated teller machine (ATM) service
Established a joint ATM management company "Lawson ATM Networks, Inc."

2001
Opened first "NATURAL LAWSON" store



2003
Established "post boxes" in LAWSON stores nationwide



2004
Started Yu-Pack; Japan Post's domestic parcel delivery service

2005
Opened the first "LAWSON STORE 100" store



2010
Launched the Coalition Loyalty Program Ponta




2010
Established the LAWSON Farm



2011
Established Lawson HMV Entertainment, Inc. (currently Lawson Entertainment, Inc.)

2011
Started operation of Machikado Chubu in-store kitchen

2014
Seijo Ishii



Acquired supermarket chain SEIJO ISHII CO., LTD.

2014
UNITED CINEMAS



Acquired United Entertainment Holdings Co., Ltd. via Lawson HMV Entertainment, Inc.

2015
Opened first "Care-focused LAWSON" with nursing care consultation desks for seniors.

2017
Nationwide rollout of one of China's largest settlement services, "Alipay."



2018
Lawson Bank



Launched the operation of Lawson Bank, Inc.

2018
Introduction of the LAWSON smartphone cash register



2018
Introduction of POS cash registers with automatic change dispensers



2019
Started tie-up with Uber Eats



2019
Started the operation of fully customer-operated new-type POS cash registers



2020
Started demonstration experiment of "LAWSON Fujitsu Shinkawasaki TS cash register-free store"

2020
Introduced the "foodpanda" food delivery service

Building stores meeting community needs

Started health and diversity initiatives

Full-scale initiatives for SDGs

2006
Started "Bring Your Own Bag campaign"



- Started recycling waste oil in all stores
- Launched school afforestation projects

2003
First Comprehensive regional agreement with Wakayama Prefecture in Japan
Opened the first store offering prescription medicines

2011
Set up "Support Dreams Fund" (Scholarship Program for victims of the Great East Japan Earthquake)

2010
Opened first eco-friendly model store

2008
Set own action targets for reducing CO₂ emissions

2015
Selected for the 2015 Health & Productivity Stock Selection (fourth time in total 2015–2017, 2021)

2014
Selected as a Nadeshiko Brand (sixth time in total: 2014–2018, 2021)

2012
Launched bran bread that contains grain husks
Started mobile sales of food products and daily necessities

2019
Established the "SDGs Committee" for the promotion of the SDGs
Formulated the "Lawson Blue Challenge 2050!" environmental vision.

2017
Set up the "Support Dreams Fund" (Scholarship Program for children from single-parent families)

2016
Obtained the Resilience Certification

2020
Distributed 584,983 free rice balls to after-school childcare facilities nationwide during the COVID-19 pandemic
Phased in paper ice cream cups for the in-store freshly brewed coffee service "MACHI café".

2005
The Kyoto Protocol took effect

2008
Great Recession

2011.3.11
Great East Japan Earthquake

2014
Consumption tax increase: 5% to 8%

2015
Adoption of the SDGs

2016
The Paris Agreement took effect

2019
Consumption tax increase: 8% to 10%

2020
Spread of COVID-19