

# Agrícola Himalaya Ltda in Health and Wellness (Colombia)

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## Abstracts

Over the forecast period, Agrícola Himalaya will continue to invest in the development of new health and wellness tea and tea-based concentrates products under its Hindú umbrella brand. In particular, the company is expected to focus on the development of new NH and FF products that boost endurance and energy levels, aid weight management or have a calming and soothing effect. At the same time, it will work to increase promotional support for its products and to improve the efficiency of its...

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