

# Al Rawabi Co in Health and Wellness (United Arab Emirates)

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## Abstracts

Al Rawabi is expected to remain a key driver of innovation in FF dairy in the United Arab Emirates over the forecast period. The company will use new product development to reshape its image and position itself as a modern and fashionable company. The company will thus seek to boost its share and sales within overall dairy, despite increasing competition from Saudi companies within this area.

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