

Bien Hoa Confectionery Corp (Bibica) in Packaged Food (Vietnam)

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Abstracts

Bien Hoa Confectionery Corp (Bibica) aims to continue to lead snacks in Vietnam. The company has built a good reputation for constantly improving product quality and offering consumers novel seasonal packaging, especially during major local festivities such as Lunar New Year, thus driving the gifting trend locally. The company also continuously expands its distribution network; indeed, Bibica is also one of the rare manufacturers of snacks in Vietnam offering online sales through its website.

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