

Binggrae Co Ltd in Packaged Food (South Korea)

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Abstracts

Binggrae Co Ltd is expected to increase sales by upgrading its portfolio in dairy products and ice cream, which have led the company's strong performance in the packaged food industry. The company plans to expand its product range in flavoured milk and yoghurt. More diverse kinds of products are expected to be helpful to the company's sales over the forecast period. Meanwhile, with constant strong performance of megabrands such as Yoplait and Banana Flavored Milk, the company can have the...

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