

# Cerebos (Thailand) Ltd in Consumer Health (Thailand)

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## Abstracts

Cerebos (Thailand) Ltd is expected to respond more effectively to shifts in demand among different consumer groups. Thanks to its strong brand Brand's, the company is expected to take advantage of strong brand equity to launch more extensions of this brand and several sub-brands during the forecast period. New product innovations with added value are also likely to be a highlight of the company's operations during the forecast period, while integrated marketing strategies are set to be employed,...

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