

China Mengniu Dairy Co Ltd in Packaged Food (Hong Kong, China)

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Abstracts

Ranking as the largest dairy company in China in 2017, China Mengniu Dairy is trying to enter other markets such as Southeast Asia and Hong Kong. Offering shelf stable milk and flavoured dairy drinks, the company is also expanding to probiotic drinking yogurt. Over the forecast period, China Mengniu Dairy is expected to tap other dairy areas, strengthening consumer confidence through innovation and tightened quality control.

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