

Daesang Corp in Consumer Health (South Korea)

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Abstracts

The company is looking to keep its image as the leading well-being product manufacturer. As the well-being trend is expected to continue and even intensify further the forecast period, the company is planning to maximise its image to boost sales. Daesang has launched a series of new products under its WelLife brand, which well suits the current trend and demand of consumers.

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