

# Eu Yan Sang (Hong Kong) Ltd in Consumer Health (Hong Kong, China)

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## Abstracts

Eu Yan Sang (Hong Kong) Ltd is expected to focus on expanding its retail network to the forecast period, including focusing on its own retail stores and the wholesale channel so as to improve consumer access to its own stores. Product innovation is also set to be a key element in the company's success over the forecast period, meaning that Eu Yan Sang is set to benefit from the general increase expected in consumer interest in herbal/traditional products over the forecast period.

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## Contents

Strategic Direction

Key Facts

Summary 1 Eu Yan Sang (Hong Kong) Ltd: Key Facts

Competitive Positioning

Summary 2 Eu Yan Sang (Hong Kong) Ltd: Competitive Position 2015

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