

F&N Foods (S) Pte Ltd in Soft Drinks (Singapore)

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Abstracts

Although the economic slowdown is likely to weaken consumer confidence, F&N Foods is expected to continue to focus on product and packaging innovation over the forecast period as part of its regional expansion plans to gain a greater foothold in the market. With aggressive marketing activities during festive periods such as Chinese New Year and Hari Raya Puasa, as well as collaborating with sports organisations, the company is set to promote more new products, especially in RTD tea, juice and bo...

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