

Hangzhou Wahaha Group in Health and Wellness (China)

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Abstracts

Wahaha aims to maintain its leading position in flavoured milk products, yoghurt and sour milk drinks in China's dairy market, as its famous Nutrition Express, Ru Wa Wa and Shuang Wai Wai brands prevail all over China. Wahaha set up new production and sales bases country-wide, as well as improving its sales channels. However, as the flavoured milk and milk formula market became more competitive, Wahaha will take action to cope with the market volatility.

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