

# Hangzhou Wahaha Group in Packaged Food (China)

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## Abstracts

Hangzhou Wahaha is expected to increase its focus on building packaged food sales during the forecast period, as competition in beverages is intensifying. The company will continue to follow its diversification strategy in packaged food during the forecast period, following on from its entry into milk formula in 2010. Wahaha's high brand awareness and the company's strong capabilities in terms of cost control will enable the company to maintain a good performance and attractive profit margins.

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