

Kampung Kearifan Indonesia PT in Health and Wellness (Indonesia)

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Abstracts

Due to its relatively young age, Kampung Kearifan Indonesia PT (KKI) has only gained a small value share within health and wellness in Indonesia. However, with the increasing trend for organic products in Indonesia, KKI has the prospect of increasing its value share during the forecast period. By 2013, the company had more than 50,000 small-scale food producers chosen to produce its organic products under its Javara brand. The number of these local producers is expected to continue growing in...

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