

Kewpie Corp in Packaged Food (Japan)

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Abstracts

Kewpie Corp plans to strengthen its focus on its core business in sauces, dressings and condiments, while seeking to boost profits in its other operational areas. The company plans to focus on offering value-added products carefully developed to cater to consumers' changing demands and needs. This is likely to result in the launch of more health and wellness products targeting elderly consumers.

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