

Kowloon Dairy Ltd in Health and Wellness (Hong Kong, China)

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Abstracts

Over the forecast period, Kowloon Dairy is expected to focus on fortified/functional positioning for both drinking milk products and soy milk to enhance its overall nutritional offering for increasingly demanding consumers. Investment in social media marketing is also likely to rise, as the player aims to better engage with young consumers on a regular basis with tailored messages.

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