

# Kowloon Dairy Ltd in Packaged Food (Hong Kong, China)

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### **Abstracts**

Kowloon Dairy aims to consolidate its position in drinking milk products and ice cream by introducing more fortified/functional milk products to meet the various health needs of consumers whilst expanding its ice cream catalogue to take on the challenges posed by foreign brands.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and



leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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