

Liwayway Marketing Corp in Packaged Food (Philippines)

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Date: November 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: L484109C5E2EN

Abstracts

Liwayway Marketing Corp is expected to launch more healthy savoury snacks in order to better serve the expanding middle class of the Philippines, many of whom aspire to better food choices. The company is likely to introduce more products in packaged food and non-alcoholic drinks which are fortified or which are made using naturally healthy ingredients to enable the company to continue pricing its products competitively.

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