

Maeil Dairies Co Ltd in Health and Wellness (South Korea)

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Date: August 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M7AC3E9ED92EN

Abstracts

Maeil Dairies continues to perform strongly in organic baby food and organic dairy due to the high level of consumer confidence in the company's products. The company is planning to expand its product range to other packaged food areas and is likely to focus on upgrading existing products to satisfy more sophisticated consumer demand. Over the forecast period, the company plans to develop organic brands and to target parents with children as this consumer group is behind the health and wellness...

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