

Malaysia Dairy Industries Pte Ltd in Health and Wellness (Singapore)

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Abstracts

Malaysia Dairy Industries is expected to continue to prioritise the expansion of its health and wellness product offerings over the forecast period. As of 2016, the company had attained the Healthier Choice symbol, which is endorsed by Singapore's Health Promotion Board, for up to 60% of its products. Malaysia Dairy Industries is likely to pursue similar endorsement for an even wider selection of products, as well as carry out marketing to promote the health and wellness positioning of its brand...

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