

Malaysia Dairy Industries Pte Ltd in Soft Drinks (Singapore)

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Date: March 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M291EE0304FEN

Abstracts

With increasing competition in both juice and RTD tea, Malaysia Dairy Industries is seeking to strengthen its position through a focus on new product development and innovation. With its product portfolio spanning two soft drinks categories, the company is expected to leverage the government's efforts to promote healthier beverage choices as well as introduce new product variants.

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