

Mayora Indah Tbk PT in Hot Drinks (Indonesia)

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Abstracts

Mayora Indah Tbk is expected to continue to launch new products that will help to maintain its leading status or improve its retail value share in the coming years. The company is also innovative with launches into new product areas. While some previous launches focused more on products targeted at traditional retail channels, the company is likely to also venture more into products targeted at the emerging middle class.

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