

# Monde Nissin Corp in Health and Wellness (Philippines)

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## Abstracts

With the rising health consciousness amongst Filipino consumers, Monde Nissin Corp is expected to go beyond fortification and target more categories like better-for-you packaged food. In terms of fortification, its noodle brand Lucky Me! will continue to entice children and adults alike through its vitamin and mineral contents. Aside from general health, the brand can further segment the market by taking up more specific positionings like immune boosting and energy boosting, which are popular...

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