

# Namyang Dairy Products Co Ltd in Packaged Food (South Korea)

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## Abstracts

Namyang Dairy Products Co plans to focus on dairy-based products, including RTD coffee and ice cream specialist cafés, to overcome stagnation within the category of dairy. The company aggressively invests in marketing activities for premium instant coffee and RTD coffee brands by strengthening their differentiation from existing black instant coffee or standard mix coffee. Although the company maintains the leading position within baby food, the company aims to be the number one player in other...

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