

Nature Gift 711 Part, Ltd in Hot Drinks (Thailand)

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Abstracts

Nature Gift will continue developing new health-oriented hot drinks over the forecast period, while also working to improve distribution and promotion of its existing ranges. In particular, it will focus on developing and promoting coffee products that aid weight management or offer other types of health benefits. Female consumers will remain the core target group for such products, but the company will also seek to strengthen their appeal among younger men. The company also aims to turn...

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