

Oishi Group PCL in Soft Drinks (Thailand)

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Abstracts

As RTD tea suffered from a decline in sales in 2016 due to economic slowdown, Oishi Group is expected to focus less on short-term marketing strategies, but instead investing more resources in building brand sustainability. Over the forecast period, the company is expected to introduce new product launches and prioritise its healthier RTD tea variants, such as Jub Jai, to widen its consumer base.

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