

# Oriental Merchant Pty Ltd in Packaged Food (Australia)

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## Abstracts

Oriental Merchant continues to follow the strategy which has led to the company being the largest importer of popular Asian retail and foodservice brands. This has been to select the most popular brands in China and other Asian markets and distribute them both through Australia's extensive collection of Asian specialist supermarkets as well as the two leading supermarket chains. As the number of Asian Australians rises and their influence on the country's culinary culture increases, Oriental Mer...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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