

Pulmuone Co Ltd in Health and Wellness (South Korea)

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Abstracts

Pulmuone Co Ltd is planning to introduce more diversified packaged foods, especially in premium areas, in order to convey a credible brand image among consumers. In this sense, the company is focusing on developing naturally healthy, fortified/functional, and organic packaged foods. Also, a partnership with a well-known global company like Danone or Nestlé in yoghurt or the beverage market could result in more advanced brand image and product development over the forecast period.

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