

# Quala SA in Health and Wellness (Colombia)

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## Abstracts

The company is orientated mainly towards low-income consumer groups, which constitute the majority of consumers in Colombia and in Latin American countries, where the company is present, such as Brazil, Mexico, Ecuador, the Dominican Republic and Venezuela. On the other hand, product innovation, such as Vive 100, Popetas and Bon Ice, is one of the key reasons behind the company's growth. As low-income consumers are very important to Quala, fortified products are essential for brands, such as...

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