

Sam Lip General Foods Co Ltd in Packaged Food (South Korea)

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Abstracts

Sam Lip General Foods has the highest share in packaged/industrial baked goods in South Korea. As consumers become more sophisticated about taste and quality due to artisanal baked goods, the company is expected to focus on premium brands. At the same time, the company is expected to be aggressive in packaged/industrial cakes that are dominated by local confectionery companies in 2012. Sam Lip General Foods will also continue to maximise the effect of acquisition with Shany Co Ltd in terms of...

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