

# Scotch Industrial Thailand Co Ltd in Consumer Health (Thailand)

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## Abstracts

Scotch Industrial Thailand Co Ltd is likely to concentrate on incorporating new value-added ingredients into the development of new products as well as strengthening its distribution network nationwide. With its focus on tonics, the company is set to continue expanding the range of products and variants it offers in the category. New sub-brands under its umbrella Scotch brand are thus expected to be seen over the forecast period. Moreover, the company is expected to apply integrated marketing st...

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