

# Tangmas PT in Health and Wellness (Indonesia)

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## Abstracts

After launching Frutang Bulir (Frutang FF fruit-flavoured drinks with orange pulp) in 2011, Tangmas is expected to come up with more innovative HW beverages in the forecast period. Nonetheless, in light of the increasing prices of raw materials, the company may face a challenge in controlling price increases of its economy products, such as Frutang and 2 Tang, in order to continue servicing its core target audience of middle to lower-income consumers, who are price-sensitive. Over the forecast...

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