

# Tangmas PT in Soft Drinks (Indonesia)

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## Abstracts

Tangmas PT is expected to continue targeting its core audience of middle to lower-income consumers with affordable drink products such as Frutang in plastic cup packaging, which is the company's strength. In addition, the company also has several marginal premium product offerings targeting middle-upper consumers such as 2 Tang Zestea. In light of the increasing prices of raw materials, the company's economy products may face a challenge in maintaining the same levels of unit price to continue...

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