

Total Health Concept Sdn Bhd in Consumer Health (Malaysia)

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Abstracts

As the number of middle-income Malaysians and health consciousness of consumers continue to increase, Total Health Concept is likely to focus on building its brand image and reputation within vitamins and dietary supplements in order to attract more consumers. New product innovations are expected to be plentiful over the forecast period, as the player intends to strengthen its position in vitamins and dietary supplements.

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