

Tsingtao Brewery Co Ltd in Alcoholic Drinks (Hong Kong, China)

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Abstracts

Over the forecast period, Tsingtao Brewery Co Ltd is likely to focus on expanding its production capacity so as to extend its presence in overseas markets. In order to better meet the changing needs of consumers, the player is also expected to be more rigorous in new product innovations during the forecast period. This will help it to compete more effectively against rivals and sustain its position in beer.

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