

Vietnam Dairy Products JSC (Vinamilk) in Soft Drinks (Vietnam)

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Abstracts

Vietnam Dairy Products will continue to focus on marketing and advertising to maintain its leading position in fruit/vegetable juice. At the same time, it will monitor consumer trends closely in order to launch more products to answer the rising health and wellness demand in the future. The company will also utilise its extensive network of distribution throughout the country that it has established over the years to introduce its products to more areas.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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