

Want Want Holdings Ltd in Packaged Food (China)

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Abstracts

In view of the increasingly competitive market, Want Want Holdings plans to adopt a customised product strategy for different channels to boost sales, that is, running different brands in different channels, such as Baby Mum-Mum in baby and mother channels and Mr Hot in the online channel. In addition, the company will continue to expand its existing production capacity, introduce more new products to enlarge its existing consumer base and enhance its overall product presence on shelves in store...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

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Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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