

Yeedon Enterprises Co Ltd in Packaged Food (Taiwan)

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Abstracts

Yeedon Enterprises Co Ltd is expected to remain a leading player in rice in Taiwan. To encourage more young adults to cook at home, the company is expected to educate them by posting more recipes. It is also likely to offer smaller pack sizes to cater to smaller household sizes. In addition, it is expected to expand the types of speciality rice it offers.

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