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Yeo Hiap Seng Ltd in Soft Drinks (Singapore)

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Abstracts

With the recent addition of new plants and the upgrading of its existing facilities, Yeo Hiap Seng is expected to continue to focus on developing new product offerings and distributing new brands, specifically in the categories of bottled water and RTD tea where it has a strong presence. Moreover, the company has sought to refresh the image of its brands through new packaging in an effort to appeal to younger consumers as well as maintain its competitiveness in the saturated soft drinks market.

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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

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