

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.

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