

# Yhd.com in Packaged Food (China)

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## Abstracts

Yhd.com will keep its original orientation of online supermarket platforms and being an O2O 2-way import and export cross-border online supplier as its key development direction over the forecast period. With an additional investment in 2016 to improve its product mix, particularly for imports, and its service, Yhd.com plans to consolidate its leadership of online supermarkets in East China in 2017, to prevail over its major rival, the online supermarket run by Tmall.com.

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