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Acana Magyarorszag Kft in Pet Care (Hungary)

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Abstracts

Acana Magyarorszag Kft will continue to compete with other high-end brand manufacturers in dynamically growing domestic premium pet food. Focusing more on premium cat food, the company started to distribute its Orijen brand, which is manufactured by Canadian company Champion Petfoods. For Acana the internet retailing channel is essential in competing in the premium segment, and builds on its well-developed website for Hungarian pet owners.

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