

Affinity Petcare France SA in Pet Care (France)

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Abstracts

Affinity Petcare is set to continue capitalising on the shift towards premium dry dog and cat food. The company follows a strategy of hyper-segmentation in both dry dog food and dry cat food, offering a wide range of products according to pets' breed, weight, age and even specific health issues. The company is set to continue widening the range of products it offers under its brand Affinity Ultima in order to cater to the needs of smaller dog breeds. This direction is being pursued as the number...

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Contents

Strategic Direction

Key Facts

Summary 1 Affinity Petcare France: Key Facts

Summary 2 Affinity Petcare France: Operational Indicators

Competitive Positioning

Summary 3 Affinity Petcare France SAS: Competitive Position 2015

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