

Affinity Petcare SA in Pet Care (Spain)

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Abstracts

Affinity Petcare is the leading player in pet care thanks to its first position in cat food and pet care. By constantly developing new product categories and maintaining high levels of customer service, Affinity continues to gain additional market share within the mid-priced and premium categories where it is present in both dry food and wet food with a wide product portfolio.

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Product coverage: Pet Food, Pet Products.

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

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