

Alimentos Polar de Colombia SA in Pet Care (Colombia)

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Abstracts

Alimentos Polar is a relatively recent entrant to pet care in Colombia, and remains focused on expanding its portfolio in the market. At the end of 2016 company launched two new dry cat food brands, the premium-positioned Oh Mai Gat and the economy-priced Don Kat. The innovative proposal of the Oh Mai Gat range is to offer products with specific nutritional benefits for cats with different personality types (Playful and Exploratory, Stay Home and Delicate, Restless and Adventurous, Sedentary and...

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

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