

Anadolu Akvaryum ve Pet Urunleri San Tic AS in Pet Care (Turkey)

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Abstracts

Anadolu was the fifth-largest company in the pet care market in 2012, importing pet food and pet products. The company is aiming to concentrate mainly on its Royal Canin brand under premium dog and cat food over the forecast period, in order to benefit from the growing trend of this category.

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