

Aniserco SA/NV in Pet Care (Belgium)

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Abstracts

Following strong expansion in 2013, Aniserco focused in 2014 on enlarging its offering in categories such as pet beauty and healthcare products. The unit prices of Aniserco's private label brands increased in 2014, as the result of an effort to increase product quality and differentiate from other private label brands. However, following the restructuring of Delhaize Group, the company will close four company-owned Tom & Co shops in 2015. Seeking more profitability, the company will favour the...

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