

Anivite SA in Pet Care (Portugal)

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Abstracts

Due to the limited development potential of other pet food, over the forecast period it is expected that Anivite will shift its focus away from this category and instead concentrate on strengthening its presence in dog and cat food. In particular, it will work to increase demand for its holistic brands Belcando and Leonardo, which compete in dog food and cat food, respectively. In addition to developing stronger connections with pet specialist retailers, the company will seek to improve distribu...

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