

Betagro Agro Group PCL in Pet Care (Thailand)

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Abstracts

Over the forecast period, Betagro Agro Group is expected to focus on the premiumisation of its product portfolio to align with rising consumer demand for a higher class of pet food, for instance, through launching a premium cat food brand. It is also likely to launch more-intensive marketing campaigns for its Perfecta dry dog brand as well as an expansion of its product range to suit varying consumer needs.

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