

Bio-Zoo SA in Pet Care (Spain)

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Abstracts

Bio-Zoo SA is one of the companies that markets the widest range of pet products, from bird and small mammal/reptile food, to dog and cat products, with a particular focus on dog snacks and treats as well as other pet products (for example, accessories, hygiene, appearance). Its main distribution channel is specialist retailers where 60% of its revenue comes from. Yet, the distribution agreement with giant retailer Mercadona allowed the company to take advantage of the rising demand for pet...

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