

Blue Buffalo Pet Products Canada Ltd in Pet Care (Canada)

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Abstracts

By reaching millennial pet owners, expanding in pet specialist channels outside of pet superstores and enhancing its product mix, the company aims to increase its presence and convert more pet owners to Blue Buffalo. The player also intends to expand into previously untapped markets, including internationally and the therapeutic segment, to help drive further sales growth.

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Contents

Strategic Direction Key Facts Summary 1 Blue Buffalo Pet Products Canada Ltd: Key Facts Summary 2 Blue Buffalo Pet Products Canada Ltd: Operational Indicators Competitive Positioning

Summary 3 Blue Buffalo Pet Products Canada Ltd: Competitive Position 2015



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