

# Blue Buffalo Pet Products Inc in Pet Care (USA)

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## Abstracts

Following another year of strong growth in 2016, Blue Buffalo Pet Products looks to expand its presence in the US. The company hopes that by reaching millennial pet owners, expanding in pet speciality channels outside of pet superstores and enhancing its product mix, it will be able to grow its presence by converting more pet owners to its brand. The company also plans to expand into previously untapped markets, including international countries and the therapeutic arena, to help drive further g...

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