

Bynsa Mascotas SL in Pet Care (Spain)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: BE3A99F7216EN

Abstracts

Innovation is set to be one of the company's key growth drivers in the short term as it was in the review period. This innovation will be especially important in its premium ranges after the 2014 launch of its Supreme range. The number of products under this brand grew in 2015. The company is also set to continue strengthening its relationship with Mercadona.

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