

# **Chrisco A/S in Pet Care (Denmark)**

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### **Abstracts**

Chrisco will seek growth through the launch of value-added pet care. The company actively uses in-store displays in grocery retailers to promote its product range, a strategy which is likely to continue. Chrisco launched an internet retailing site over the review period. The ongoing development and growth of this site will also form part of the company's strategic direction going forward.

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Product coverage: Pet Food, Pet Products.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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