

CJ Cheiljedang Corp in Pet Care (South Korea)

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Abstracts

CJ Cheiljedang Corp plans to continue aggressively expanding its pet food business in South Korea over the forecast period. It also aims to expand its presence in overseas markets via mergers and acquisitions. In South Korea, it will work to strengthen distribution of premium dog food brands like CJ O'Fresh and CJ O'Nature (launched in 2013 and 2014, respectively), particularly via the hypermarkets, pet superstores, supermarkets and internet retailing channels. When the company first entered pet...

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