

Conagit SpA in Pet Care (Italy)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: CB4158ECBEFEN

Abstracts

Conagit continues to strengthen its product development for its Giuntinipet brands with the use of local ingredients and upgraded formulations, such as grain-free products and 100% made-in-Italy products made with local raw materials. In 2017 the company's goal is to increase its presence in the still poorly manned channels such as specialised chains. It also suggests a further boom in the sales of snacks for dogs and for cats, often bought on by impulse, but also with different purposes eg to e...

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