

# Crefar Representações Lda in Pet Care (Portugal)

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## Abstracts

In the market purely as a distributor, Crefar Representações Lda is expected to increasingly invest in the specialisation of services over the coming years, dictating all aspects of its clients' marketing strategies. Boosted by new business agreements and international brand investments, new products in pet healthcare could be launched, focusing particularly on higher individualisation.

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