

Delhaize Group SA in Pet Care (Belgium)

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Abstracts

Delhaize Group, with its Tom & Co pet shop chain, has the main aim in the short term to consolidate its leadership in specialised retailers. However, the company faces two challenges: first the counterattack from Fressnapf Tiernahrungs's Maxi Zoo after its slight decline in the middle of the review period and then its intent to develop in France. Competition between chains is likely to heat up in coming years; nonetheless Tom & Co will benefit from bigger and better locations than its...

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