

E-Mart Co Ltd in Pet Care (South Korea)

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Abstracts

E-Mart plans to continue expanding its Molly's Pet Shop (pet superstores) chain in South Korea over the forecast period. It also intends to continue expanding its private label pet care portfolio, which already includes dog food, cat food, dog treats and cat litter products. Most of these products have a low- to mid-price positioning, though it also offers premium private label ranges.

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