

## Effem México SA de CV in Pet Care (Mexico)

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### Abstracts

Effem México SA de CV is the local subsidiary of Mars Inc. It is the leading player in pet care in the country, due to its strong brand positioning in the mid-priced segment, mainly through its Whiskas and Pedigree brands.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Pet Food, Pet Products.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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## Contents

Strategic Direction

Key Facts

Summary 1 Effem México SA de CV: Key Facts

Competitive Positioning

Summary 2 Effem de México SA de CV: Competitive Position 2016

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