

## Felleskjøpet Agri SA in Pet Care (Norway)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: F59B0060735EN

### Abstracts

Following the 2014 launch of the urban store brand Fôr & Fritid, Felleskjøpet Agri is set to increase its share of sales to urban Norwegian pet owners, as the number of stores under the brand will be increased over the forecast period. By 2016, its number of outlets had grown to eight, but with plans for up to 50 outlets announced, its impact on pet food distribution is potentially much stronger over the forecast period.

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