

## Felleskjøpet AS in Pet Care (Norway)

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### Abstracts

Felleskjøpet's aggressive growth in pet food and pet products in Norway is expected to continue into the latter half of 2014. With its high quality, mid-priced, own brand dog food, Appetitt, along with the Labb brand, Felleskjøpet is uniquely positioned to take advantage of premiumisation trends in pet food in Norway as well as the general enthusiasm that Norwegian consumers have for nationally developed products. Felleskjøpet recorded 10% growth within pet retailing in 2013 and is expected to...

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