

# Fressnapf Handels GmbH in Pet Care (Austria)

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## Abstracts

Benefiting from high brand awareness and an extremely high level of trust among pet owners in Austria, Fressnapf Handels still has lots of untapped growth potential in Austria, even though outlet expansion is likely to stagnate over the forecast period. The company is anticipated to intensify its successful private label strategy and may expand additional services such as vets and dog parlours in order to increase revenue and consumer frequency at its pet superstores.

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