

# Fressnapf Holding SE in Pet Care (Germany)

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## Abstracts

As part of its CHALLENGE 2020 growth strategy, Fressnapf continues to invest in further nationwide and international expansion. In addition, further enhancement of its already large product and service portfolio is planned in order to provide consumers not only with a pleasant shopping experience but also a high level of added value. The company's private label ranges are also set to benefit from vast line extensions so as to cater for the needs of an even bigger audience.

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