

Fressnapf Hungária Kft in Pet Care (Hungary)

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Abstracts

Fressnapf Hungária Kft will dominate Hungarian pet food specialist retailing with a focus on Budapest and the largest towns across the country, taking sales from nearby independent pet specialists. The retailer will also challenge modern grocery retailers with its strong and versatile private label range. New outlet openings are limited to 2-3 per year depending on the geo-marketing potential of a location and its catchment area.

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