

# HESA Saatengrosshandlung GesmbH & Co Nfg KG in Pet Care (Austria)

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## Abstracts

Due to the continuing shift of other pet food sales to specialist retailers and the declining pet bird population in Austria, HESA Saatengrosshandlung is in danger of facing a downward trend during the forecast period. The company does not currently appear to have the resources to promote brand awareness in other pet food in order to discover new growth opportunities or to establish a notable position in cat food or dog food.

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