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Hill's Colgate Japan Ltd in Pet Care (Japan)

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Abstracts

Over the forecast period, Hill's Colgate will continue working to develop new premium dog and cat food products with functional health benefits for different breeds (in the case of dog food) and pets at different life stages. Given that Japan's pet dog and cat populations are ageing, the company is expected to focus on the development of new products for senior pets. Similarly, the rising incidence of obesity among pet dogs and cats should encourage the company to develop new products that...

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Product coverage: Pet Food, Pet Products.

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