

# Hill's Pet Nutrition Ltd in Pet Care (United Kingdom)

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### **Abstracts**

Taking into account the fact that pet owners are increasingly looking for products with high quality and natural ingredients, Hill's Pet Nutrition Ltd has developed a strategy to focus on natural products. The company also aims to increase its presence in ecommerce websites in line with the growing popularity of this kind of distribution channel.

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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Hill's Pet Nutrition Ltd: Key Facts

Summary 2 Hill's Pet Nutrition Ltd: Operational Indicators

Competitive Positioning

Summary 3 Hill's Pet Nutrition Ltd: Competitive Position 2016



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