

Hill's Pet Nutrition SNC in Pet Care (France)

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Abstracts

Hill's Pet Nutrition can seize an opportunity in the short term: improving its progression in pet shops and superstores and consolidating the ground it regained in 2011/2012 in veterinary clinics. During the middle of the review period, it had to face competition from premiumised mainstream brands sold by grocery retailers and impressive progression of Royal Canin in all specialised channels. In order to do so the company is looking to develop its therapeutic ranges with bespoke products...

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