

# Joe Trade Co SAE in Pet Care (Egypt)

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Date: June 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: J72EAFC9439EN

## Abstracts

Joe Trade is set to continue offering pet care products at low prices, with a focus on economy fish food and dog and cat food. The company is expected to benefit from the ongoing expansion of Egypt's middle-income consumer group, which is the main factor behind the ongoing shift away from unpackaged pet food to packaged pet food.

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