

Kompa Ltd in Pet Care (Greece)

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Date: May 2017

Pages: 28

Price: US\$ 150.00 (Single User License)

ID: KC02EB9A3A1EN

Abstracts

Premium dog and cat food will be the key focus areas for Kompa Ltd over the forecast period, with the company's objective being to retain volume sales. In response to shrinking disposable incomes, the company's strategy is to avoid upward price fluctuations to ensure that its products are affordable, while in 2016 it also introduced a cheaper variant to the Acana portfolio.

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