

Lider Evcil Hayvan Beslenme Ürünleri San ve Tic Ltd Sti in Pet Care (Turkey)

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Abstracts

Lider Evcil Hayvan Beslenme Ürünleri aims to increase its sales within dog and cat food through diversifying its product portfolio with new products within different price segments. The company also aims to focus on its new premium Spectrum brand, launched in 2015.

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