

## Lydia SA in Pet Care (Greece)

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### Abstracts

Lydia will focus primarily on dog and cat food, trying to strengthen its position and boost its share in the premium segment. With regard to other pet food and the other categories in which Lydia is present, its target for the coming years will be to maintain sales at current levels by focusing on expanding distribution and widening its portfolio.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Pet Food, Pet Products.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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