

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.

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

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