

Mars Inc Bulgaria EOOD in Pet Care (Bulgaria)

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Abstracts

Mars has a strong position in pet care but its lead cannot be taken for granted in the forecast period. The company's closest competitor Nestlé proved more innovative in terms of new product development and marketing towards the end of the review period and is expected to pose a growing challenge in the forecast period. The company will also be challenged by a widening range of products, brands and prices becoming available via pet specialists, supermarkets and hypermarkets in the forecast period...

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