

Mars Italia SpA in Pet Care (Italy)

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Date: January 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: MA94BA17093EN

Abstracts

The company's strategy is expected to be product innovation in the premium segment through mass advertising campaigns. Large financial resources and high activity in terms of innovation should help Mars Italia to maintain its position over the forecast period. The Waltham centre for pet nutrition is the company's worldwide research centre that supports Mars Italia Spa in formulating its products, with a focus on 360° pet health and wellness.

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