

Mars Japan Ltd in Pet Care (Japan)

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Abstracts

Mars Japan aims to continue to develop high-quality and nutritious dog and cat food specifically for Japan. Due to the fact that Japan's pet dog and cat populations are ageing, the company is thus expected to launch more products specially formulated for senior pets in the forecast period. The company is also expected to launch new products for smaller dogs, in response to a growing preference for small breeds in the country.

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