

Mars Morocco in Pet Care (Morocco)

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Abstracts

Mars Morocco is planning to strengthen its position in mid-priced pet care in Morocco, due to the growing interest in this area within the country. The company is currently mainly positioned within the premium price platform with products such as the Whiskas and Pedigree brands. The company aims to position itself in the mid-priced platform with brands such as Kitekat over the forecast period.

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