

# Mars Petcare & Food France in Pet Care (France)

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## Abstracts

Mars Petcare & Food France aims to stabilise its strong position and to sustain high growth rates in sales of dog treats and cat treats through its respective Pedigree and Catisfactions brands. The company already accounts for the majority of value sales in both dog treats and cat treats in France and the company faced tighter competition from Nestlé Purina Petcare SAS. The company is also interested in developing wet dog and cat food with individual pouches replacing old-fashioned and less conv...

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