

Mars Polska Sp zoo in Pet Care (Poland)

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Date: October 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: MEB8DB39666EN

Abstracts

Mars Polska is set to strengthen its position in the domestic market as well as expand the export of its products. The company plans to continue improving its product ranges in confectionery and pet food. Mars Polska still sees high growth potential in the pet food market; therefore, it intends to remain active in new product and new packaging launches. In addition, the company intends to support sales through strong promotional activity over the forecast period.

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