

Mars UK Ltd in Pet Care (United Kingdom)

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Abstracts

Mars UK may face further share erosion in the forecast period, due to consumers buying a widening range of brands and an ongoing premiumisation trend. However, the company is expected to continue to fight aggressively for share and will seek to offer new product development and marketing tailored to a wide range of consumer needs in pet care. In addition, if the company succeeds in acquiring Iams and Eukanuba in the UK, this would expand its portfolio into premium dog and cat food. The company i. . .

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