

# Martin & Martin (Pty) Ltd in Pet Care (South Africa)

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## **Abstracts**

Martin & Martin's strategy has been focused on leveraging its established brands across pet care categories in order to support its efforts to respond to and stimulate new consumer needs through product innovation. However, in 2016 Martin & Martin significantly expanded its brand portfolio and product range through the acquisition of Nestlé's pet food brands.

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Product coverage: Pet Food, Pet Products.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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