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Masterpet Corp in Pet Care (New Zealand)

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Abstracts

Strategies adopted since its acquisition by EBOS Group should help Masterpet to further strengthen its position in pet care in New Zealand over the forecast period. In addition to offering its own brands, it is expected that the company will continue to distribute well-known global brands in the country.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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