

Maxi Zoo Belgium BVBA in Pet Care (Belgium)

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Abstracts

Maxi Zoo is aware that premiumisation and humanisation trends are set to characterise pet care over the forecast period. As a result, it will focus on retailing products that are in line with these trends, which will give further momentum to this development. Maxi Zoo continued its expansion in 2016, opening more outlets. The company launched three premium brands in 2015-2016: Select Gold, Real Nature and Premiere, covering pet food and pet products.

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