

Mispol SA in Pet Care (Poland)

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Abstracts

Mispol is set to strengthen its position on the domestic market. It plans to continue improving its product ranges in terms of pet food, new types of packaging, and to support sales through comprehensive promotional activity. Mispol intends to keep broadening its product portfolio and to remain active in new product launches over the forecast period.

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

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