

# Monge & C SpA in Pet Care (Italy)

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## Abstracts

Monge & C SpA remains one of the key players in Italy for private label and own-brand products, all within the economy dog and cat food categories. The company is now the primary Italian producer of pet food and aims to differentiate its offer between large grocery retailers, which are more focused on economy products, versus specialist pet shops which concentrate more on premium items. The aim of the company is to continue to focus on the value added part of its portfolio in order to also reach...

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