

# Mopsan Veteriner Ürünleri San ve Tic Ltd Sti in Pet Care (Turkey)

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## Abstracts

Mopsan Veteriner Ürünleri aims to improve its position within premium pet food with its Hill's, Golosi and Bozita brands, by extending its distribution network and increasing its presence within pet shops and veterinary clinics. It also aims to increase its share by launching new products within the premium price segment.

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