

Nestlé Bulgaria AD in Pet Care (Bulgaria)

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Abstracts

Nestlé Bulgaria is expected to gain share in pet care in the forecast period. The company is expected to benefit from its launch of Purina Pro Plan Optinutrition in premium dry dog food in 2015, which is likely to perform strongly as dog owners increasingly focus on nutrition. The company is also expected to continue to benefit from its strong investment in consumer education and marketing and is indeed likely to drive the shift from non-prepared food in dog and cat food in the forecast period.

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