

# Nestlé Purina PetCare España SA in Pet Care (Spain)

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## Abstracts

Nestlé Purina Petcare España is the company's new name since in 2010, when the Swiss group decided to homogenise the name of all its pet care divisions around the world under the Purina brand name. Being part of the Nestlé Group the company's leading role within the Spanish pet care market comes by the hand of a vast product portfolio and an extended distribution network in both channels, with a special focus on retail. The Swiss multinational is embarking on an ambitious growth strategy backed...

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