

Nestlé Purina PetCare France SAS in Pet Care (France)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: N6E016662E0EN

Abstracts

Nestlé Purina PetCare France SAS intends to mirror developments and trends in human food by developing more segmented pet food products and in 2016 maintained its leading position and sustained growth through important launches. The company's objective was to reinforce its position in premium dry dog and cat food categories with new health claims supported by Purina ONE Bifensis with added Omega 6. The other major company event was the transfer in 2016 of its pet products division to Bob Martin.

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