

Nestlé Purina PetCare Italia SpA in Pet Care (Italy)

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Abstracts

Nestle Purina PetCare Italia's strategy will aim to maintain its leading position through innovation in strong growth categories, such as dry dog and cat food, where it has successful brands, such as Purina Beneful and the super-premium, Purina ONE. Therapeutic dog and cat food, with its Purina Veterinary Diets line, will also represent an area of potential growth, although they are not recognised as reliable and excellent as other competitive brands, such as Perfect Fit by Mars Italia Spa or...

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Product coverage: Pet Food, Pet Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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