

Nestlé Saudi Arabia LLC in Pet Care (Saudi Arabia)

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Abstracts

Nestlé Saudi Arabia aims to grow its share in the country by offering a wide range of products, particularly in cat food. It is aiming to target a wider group of customers by offering products in both the mid-priced and premium segments. It is seeking to achieve this through a focus on new product development, marketing and advertising, as well as an efficient distribution network.

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