

Nestlé Perú SA in Pet Care (Peru)

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Abstracts

The main goal of Nestlé Perú is to capture demand among consumers who currently feed their pets with home-made food, because this is where the highest growth potential in Peru's pet care market is, creating the possibility for further expansion for the company. Nestlé is oriented towards offering value-added products through constant innovation, including for both its standard and premium brands, as well as having very widespread distribution through its own distribution network in Lima and surr...

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