

Nestlé Purina PetCare Co in Pet Care (USA)

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Abstracts

Nestlé Purina PetCare Co is uniquely positioned in US pet food by offering a wide range of brands that compete across all price bands. Moving forward, the company will seek to fortify this position by innovations across its portfolio that appeal to all types of pet owners. At the same time, the player will monitor smaller companies for potential acquisitions that fit its portfolio and can benefit from the company's expertise in marketing, distribution and product development. In these efforts, N...

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Contents

Strategic Direction

Key Facts

Summary 1 Nestlé Purina PetCare Co: Key Facts

Competitive Positioning

Summary 2 Nestlé Purina PetCare Co: Competitive Position 2016

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