

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 tiers. The company will seek to fortify this position through innovations across its portfolio that appeal to all types of pet owners. At the same time, Purina 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, Nestlé will rema...

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