

Nisshin Pet Food Ltd in Pet Care (Japan)

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Abstracts

Over the forecast period, Nisshin will work to strengthen its presence in pet food by developing new value added products. In dog food, for example, the company will continue to introduce new breed-specific products under its JP Style brand. Similarly, the company is expected to launch new age-specific and gourmet-style cat food products under its Carat brand. At the same time, the company will invest in improving the quality and safety of its established product ranges, while also expanding...

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