

## Norsk Dyremat AS in Pet Care (Norway)

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### Abstracts

Norsk Dyremat AS intends to benefit from the development of the pet humanisation trend which is motivating Norwegian pet owners to feed their pets more nutritious types of food. By making the most of new packaging formats, new product formulations and new communication strategies, Norsk Dyremat AS is presenting its brands as part of the modern movement towards high quality dog and cat food.

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