

# Perfect Companion Co Ltd in Pet Care (Thailand)

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## Abstracts

Perfect Companion Co is expected to explore introducing premium dog and cat food brands in the early part of the forecast period to capture consumers' growing interest in this category for perceived better product benefits and quality. It is also likely to invest in stronger marketing efforts for its Smart Heart dog treats, as consumers were increasingly keen on this product to pamper their dogs.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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