

# Pet Hungaria Kft in Pet Care (Hungary)

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## Abstracts

Pet Hungaria Kft, which was traditionally the leading private label manufacturer in Hungary, started to launch its own commercial brands, such as Prevital, Softmix and Dax, in previous years. The company recognised an opportunity to use its own manufacturing capacity to produce its own named brands positioned between private label and well-known commercial brands. The company's goal is that its own named brands account for one out of every five products sold in retail within the first three...

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