

# Proline Petfood BV in Pet Care (Netherlands)

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## Abstracts

Proline Petfood has a strategic focus on dog treats, a niche category which recorded high growth in recent years. The company plans to offer a broad product range in this particular specialist category. Its strategy is to offer natural products only. Consumers seek natural products as they regard these as superior in terms of pet health and wellbeing. All-natural pet food products in general show growth potential as pet owners become more concerned with the health of their pets. Proline Petfood...

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## Contents

Strategic Direction

Key Facts

Summary 1 Proline Petfood BV: Key Facts

Competitive Positioning

Summary 2 Proline Petfood BV: Competitive Position 2016

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