

Raritet OOO in Pet Care (Russia)

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Abstracts

Over the forecast period, Raritet is committed to increasing investment in pet food, as it aims to build on the strong reputation of its products amongst its clients. The company intends to strengthen its position in mid-priced dog and cat food by widening the distribution of imported brands, particularly via pet superstores and supermarket/hypermarket chains, which are expanding across Russia. The player also aims to expand its production facilities and improve product quality.

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