

Versele-Laga NV in Pet Care (Belgium)

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Abstracts

Versele-Laga's share in pet care declined over the review period. This was due to the fact that its core business, bird food, suffered from a waning consumer base. Whilst bird food remained its main focus, the company managed to position itself as one of the biggest players in pet healthcare. In the forecast period 2015-2020 the company will try and expand its product range in pet products.

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