

Vitakraft SA in Pet Care (France)

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Abstracts

Vitakraft SA is engaged in the development of products for all types of pets and its pet food and pet products are usually available through all pet care retail distribution channels, with the exception of veterinary clinics. Its focus remains mainly on other pet food, where it is the leading company, as well as emerging segments such as dog treats and cat treats as well as pet healthcare. Innovation is at the core of the company's strategy, which is chiefly supported and encouraged by...

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