

Vitakraft SA NV in Pet Care (Belgium)

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Abstracts

While continuing to develop its cat and dog food range, the company is expected to focus on strengthening its leadership over other pet food products. It aims to develop a mid-priced segment in categories such as bird food and small mammal/reptile food.

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Product coverage: Pet Food, Pet Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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