

VNK Pet Products BV in Pet Care (Netherlands)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: V9C60DD7AABEN

Abstracts

VNK Pet Products plans to further strengthen its position in pet food and its own range through the launch of new products and by securing its position in the pet specialist retailer channel. The growing importance of the grocery retail channel is considered a reason to launch products into these outlets, as the opening of grocery retail outlets with larger average retail spaces will increase consumer choice in terms of the number of brands available through this channel.

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