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Emerging Markets Report: Not Much Better Than a Buy Back

An Emerging Markets Sponsored Commentary

ORLANDO, Fla., March 01, 2021 (GLOBE NEWSWIRE) -- Since our writers and editors are always in search of trend (not fad) stories and potentially market disruptive changes in society, we're obviously fans of the pet supply, health and wellness space, which has exploded during this COVID year.

Apparently, the management of health and wellness company **Better Choice Company (OTCQX: BTTR)** is as well, having bet on themselves and the Company's future vis-à-vis [a bold buy back announcement](#) of the Company's shares.

The details are important. Let's take a look at some points that stand out to us, but before we do, please make sure [to read the full release](#) for all the details. This is just an excerpt.

Here goes:

- The Company's Board of Directors has authorized repurchases of up to \$2,000,000 in shares.
- At today's price that is a significant purchase or practically speaking, really presents a potentially enormous 'new' investor into the equity.
- Purchase can be made in the open market, which is again worth noting.

But for all this what is remarkable to us is that it is the Company betting on its own future. The people who know this business best find it investable and are intent on putting their own revenue back into the deal.

To say that is an infrequent event in the market, and this strata of the market, is an understatement but completely understandable given reports like these below:

Pet Care Market Size Worth \$202.6 Billion By 2025 | CAGR: 4.9%

<https://www.grandviewresearch.com/press-release/global-pet-care-market>

Global Pet Care Market Is Expected to Reach USD 358.62 billion by 2027 : Fior Markets

<https://www.globenewswire.com/news-release/2020/09/28/2099985/0/en/Global-Pet-Care-Market-Is-Expected-to-Rreach-USD-358-62-billion-by-2027-Fior-Markets.html>

Forbes: Pet Care In A Post-Pandemic World

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/12/28/pet-care-in-a-post-pandemic-world/?sh=3ed133207e80>

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