Cat care in France to 2013

Description: This databook provides key data and information on the cat care market in France. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- Contains information on four categories: cat food, cat litter, cat treats & milk and cat toys
- Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data
- Category level company and brand share as well as distribution share information for 2007 and 2008
- Review of the top two companies within the cat care market, including company overview, key facts and business description

Highlights of this title

The market for cat care in France increased at a compound annual growth rate of 4.1% between 2003 and 2008.

The cat food category led the cat care market in France, accounting for a share of 74%.

The leading players in French cat care market include Mars, Inc., Nestle S.A. and Del Monte Foods Company.

Key reasons to purchase this title

- Develop business strategies by understanding the quantitative trends within the cat care market in France
- Design effective marketing and sales strategies by identifying key market categories and segments
- Identify key players within the market to plan lucrative M&A, partnerships and agreements

Contents:

Chapter 1 EXECUTIVE SUMMARY
Summary Market Level - Cat care
Summary category level - Cat food
Summary category level - Cat litter
Summary category level - Cat toys
Summary category level - Cat treats & milk

Chapter 2 INTRODUCTION
What is this report about?
How to use this report
Market Definition

Chapter 3 MARKET OVERVIEW
Value Analysis, 2003-2008
Value Analysis, 2008-2013
Value Analysis, US$ 2003-2008
Value Analysis, US$ 2008-2013
Volume Analysis, 2003-2008
Volume Analysis, 2008-2013
Company and Brand Share Analysis
Distribution Analysis
Expenditure & consumption per capita

Chapter 4 LEADING COMPANY PROFILES
Mars, Inc.
Nestle S.A.

Chapter 5 CATEGORY ANALYSIS - CAT FOOD
Value Analysis, 2003-2008
Value Analysis, 2008-2013
Value Analysis, US$ 2003-2008
Value Analysis, US$ 2008-2013
Volume Analysis, 2003-2008
Volume Analysis, 2008-2013
Company and Brand Share Analysis
Distribution Analysis
Expenditure & consumption per capita

Chapter 6 CATEGORY ANALYSIS - CAT LITTER
Value Analysis, 2003-2008
Value Analysis, 2008-2013
Value Analysis, US$ 2003-2008
Value Analysis, US$ 2008-2013
Volume Analysis, 2003-2008
Volume Analysis, 2008-2013
Company and Brand Share Analysis
Distribution Analysis
Expenditure & consumption per capita

Chapter 7 CATEGORY ANALYSIS - CAT TOYS
Value Analysis, 2003-2008
Value Analysis, 2008-2013
Value Analysis, US$ 2003-2008
Value Analysis, US$ 2008-2013
Volume Analysis, 2003-2008
Volume Analysis, 2008-2013
Company and Brand Share Analysis
Distribution Analysis
Expenditure & consumption per capita

Chapter 8 CATEGORY ANALYSIS - CAT TREATS & MILK
Value Analysis, 2003-2008
Value Analysis, 2008-2013
Value Analysis, US$ 2003-2008
Value Analysis, US$ 2008-2013
Volume Analysis, 2003-2008
Volume Analysis, 2008-2013
Company and Brand Share Analysis
Distribution Analysis
Expenditure & consumption per capita

Chapter 9 COUNTRY COMPARISON
Value
Volume
Market Share

Chapter 10 NEW PRODUCT DEVELOPMENT
Product launches over time
Recent product launches
Table 8: France cat care volume forecast, 2008-2013 (Kg/Liters/Units m)
Table 9: France cat care brand share, by value, 2007-2008 (%)
Table 10: France cat care value, by brand 2007-2008 (€ m nominal prices)
Table 11: France cat care company share by value, 2007-2008 (%)
Table 12: France cat care, by company, 2007-2008 (€ m nominal prices)
Table 13: France cat care distribution channels, by value, 2007-2008 (%)
Table 14: France cat care value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 15: France cat care expenditure per capita, 2003-2008 (€, nominal prices)
Table 16: France cat care forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 17: France cat care expenditure per capita, 2003-2008 (US$ nominal prices)
Table 18: France cat care forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 19: France cat care consumption per capita, 2003-2008 (Kg/Liters/Units)
Table 20: France cat care forecast consumption per capita, 2008-2013 (Kg/Liters/Units)
Table 21: Mars, Inc. Key Facts
Table 22: Nestle S.A. Key Facts
Table 23: France cat food value, 2003-2008 (€ m, nominal prices)
Table 24: France cat food value forecast, 2008-2013 (€ m, nominal prices)
Table 25: France cat food value, 2003-2008 (US$ m nominal prices)
Table 26: France cat food value forecast, 2008-2013 (US$ m nominal prices)
Table 27: France cat food volume, 2003-2008 (Kg m)
Table 28: France cat food volume forecast, 2008-2013 (Kg m)
Table 29: France cat food brand share, by value, 2007-2008 (%)
Table 30: France cat food value, by brand 2007-2008 (€ m nominal prices)
Table 31: France cat food company share by value, 2007-2008 (%)
Table 32: France cat food value, by company, 2007-2008 (€ m nominal prices)
Table 33: France cat food distribution channels, by value, 2007-2008 (%)
Table 34: France cat food value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 35: France cat food expenditure per capita, 2003-2008 (€, nominal prices)
Table 36: France cat food forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 37: France cat food expenditure per capita, 2003-2008 (US$ nominal prices)
Table 38: France cat food forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 39: France cat food consumption per capita, 2003-2008 (€, nominal prices)
Table 40: France cat food forecast consumption per capita, 2008-2013 (€, nominal prices)
Table 41: France cat food expenditure per capita, 2003-2008 (US$ nominal prices)
Table 42: France cat food forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 43: France cat litter value, 2003-2008 (€ m, nominal prices)
Table 44: France cat litter value forecast, 2008-2013 (€ m, nominal prices)
Table 45: France cat litter value, 2003-2008 (US$ m nominal prices)
Table 46: France cat litter value forecast, 2008-2013 (US$ m nominal prices)
Table 47: France cat litter volume, 2003-2008 (Kg m)
Table 48: France cat litter volume forecast, 2008-2013 (Kg m)
Table 49: France cat litter brand share, by value, 2007-2008 (%)
Table 50: France cat litter value, by brand 2007-2008 (€ m nominal prices)
Table 51: France cat litter company share by value, 2007-2008 (%)
Table 52: France cat litter value, by company, 2007-2008 (€ m nominal prices)
Table 53: France cat litter distribution channels, by value, 2007-2008 (%)
Table 54: France cat litter value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 55: France cat litter expenditure per capita, 2003-2008 (€, nominal prices)
Table 56: France cat litter forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 57: France cat litter expenditure per capita, 2003-2008 (US$ nominal prices)
Table 58: France cat litter forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 59: France cat litter consumption per capita, 2003-2008 (Kg)
Table 60: France cat litter consumption per capita, 2003-2008 (Kg)
Table 61: France cat litter expenditure per capita, 2003-2008 (€, nominal prices)
Table 62: France cat litter expenditure per capita, 2003-2008 (US$ nominal prices)
Table 63: France cat litter volume, 2003-2008 (Kg m)
Table 64: France cat litter volume forecast, 2008-2013 (Kg m)
Table 65: France cat litter brand share, by value, 2007-2008 (%)
Table 66: France cat litter value, by brand 2007-2008 (€ m nominal prices)
Table 67: France cat litter company share by value, 2007-2008 (%)
Table 68: France cat litter value, by company, 2007-2008 (€ m nominal prices)
Table 69: France cat litter distribution channels, by value, 2007-2008 (%)
Table 70: France cat litter value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 71: France cat toys expenditure per capita, 2003-2008 (€, nominal prices)
Table 72: France cat toys forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 73: France cat toys expenditure per capita, 2003-2008 (US$ nominal prices)
Table 74: France cat toys forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 75: France cat toys consumption per capita, 2003-2008 (Units)
Table 76: France cat toys forecast consumption per capita, 2008-2013 (Units)
Table 77: France cat treats & milk value, 2003-2008 (€ m, nominal prices)
Table 78: France cat treats & milk value forecast, 2008-2013 (€ m, nominal prices)
Table 79: France cat treats & milk value, 2003-2008 (US$ m nominal prices)
Table 80: France cat treats & milk value forecast, 2008-2013 (US$ m nominal prices)
Table 81: France cat treats & milk volume, 2003-2008 (Kg/Liters m)
Table 82: France cat treats & milk volume forecast, 2008-2013 (Kg/Liters m)
Table 83: France cat treats & milk brand share, by value, 2007-2008 (%)
Table 84: France cat treats & milk value, by brand 2007-2008 (€ m nominal prices)
Table 85: France cat treats & milk company share by value, 2007-2008 (%)
Table 86: France cat treats & milk value, by company, 2007-2008 (€ m nominal prices)
Table 87: France cat treats & milk distribution channels, by value, 2007-2008 (%)
Table 88: France cat treats & milk value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 89: France cat treats & milk expenditure per capita, 2003-2008 (€, nominal prices)
Table 90: France cat treats & milk forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 91: France cat treats & milk expenditure per capita, 2003-2008 (US$ nominal prices)
Table 92: France cat treats & milk forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 93: France cat treats & milk consumption per capita, 2003-2008 (Kg/Liters)
Table 94: France cat treats & milk forecast consumption per capita, 2008-2013 (Kg/Liters)
Table 95: Global cat care market value, 2008
Table 96: Global cat care market split (value terms (US$ m), 2008) - Top 5 countries
Table 97: Global cat care market volume, 2008
Table 98: Global cat care market split (volume terms, 2008) - Top 5 countries
Table 99: Leading players - Top 5 countries
Table 100: France cat care new product launches reports, by company (Top 5 companies), 2008
Table 101: France cat care new product launches SKUs, by company (Top 5 companies), 2008
Table 102: France cat care new product launches (reports), by flavor and fragrances (Top 10 flavors), 2008
Table 103: France cat care new product launches (reports), by Ingredients (Top 10 Ingredients), 2008
Table 104: France cat care new product launches (reports), by Package tags or Claims 2008
Table 105: France cat care new product launches (reports) - Recent 5 launches (2008)
Table 106: France Key Facts
Table 107: France population, by age group, 2003-08 (millions)
Table 108: France population forecast, by age group, 2008-13 (millions)
Table 109: France population, by gender, 2003-08 (millions)
Table 110: France population forecast, by gender, 2008-13 (millions)
Table 111: France nominal GDP, 2003-08 (€ bn, nominal prices)
Table 112: France nominal GDP forecast, 2008-13 (€ bn, nominal prices)
Table 113: France real GDP, 2003-08 (€ bn, 2000 prices)
Table 114: France real GDP forecast, 2008-13 (€ bn, 2000 prices)
Table 115: France real GDP, 2003-08 (US$ bn, 2000 prices)
Table 116: France real GDP forecast, 2008-13 (US$ bn, 2000 prices)
Table 117: France consumer price index, 2003-08 (2000=100)
Table 118: France consumer price index, 2008-13 (2000=100)

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