Cat care in Portugal to 2013

Description: This databook provides key data and information on the cat care market in Portugal. 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 Portugal increased at a compound annual growth rate of 3.8% between 2003 and 2008.

The Cat food category led the cat care market in Portugal, accounting for a share of 67.7%.

The leading players in Portuguese cat care market include Nestle S.A., Mars, Inc. and PetEmotions.

Key reasons to purchase this title

- Develop business strategies by understanding the quantitative trends within the cat care market in Portugal
- 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

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