Cat care in China to 2013

Description: This databook provides key data and information on the cat care market in China. 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 China increased at a compound annual growth rate of 6.9% between 2003 and 2008.

The cat food category led the cat care market in China, accounting for a share of 85%.

The leading players in Chinese cat care market include Mars, Inc., Nestle S.A. and Qingdao Dewei Import And Export Co. Ltd.

Key reasons to purchase this title

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

Chapter 11 CHINA SOCIOECONOMIC PROFILE
Country Overview
Key Facts
Political Overview
China Economic Overview

Chapter 12 CHINA MACROECONOMIC PROFILE
Macroeconomic Indicators

Chapter 13 RESEARCH METHODOLOGY
Methodology overview
Secondary research
Market modeling
Primary research
Data finalization
Ongoing research

Chapter 14 APPENDIX
Future readings
How to contact experts in your industry
Disclaimer

LIST OF FIGURES
Figure 1: China cat care value and value forecast, 2003-2013 (CNY m, nominal prices)
Figure 2: China cat care category growth comparison, by value, 2003-2013
Figure 3: China cat care volume and volume forecast, 2003-2013 (Kg/Liters/Units m)
Figure 4: China cat care category growth comparison, by volume, 2003-2013
Figure 5: China cat care company share, by value, 2007-2008 (%)
Figure 6: China cat care distribution channels, by value, 2007-2008 (%)
Figure 7: China cat food value and value forecast, 2003-2013 (CNY m, nominal prices)
Figure 8: China cat food category growth comparison, by value, 2003-2013
Figure 9: China cat food volume and volume forecast, 2003-2013 (Kg m)
Figure 10: China cat food category growth comparison, by volume, 2003-2013
Figure 11: China cat food company share, by value, 2007-2008 (%)
Figure 12: China cat food distribution channels, by value, 2007-2008 (%)
Figure 13: China cat litter value and value forecast, 2003-2013 (CNY m, nominal prices)
Figure 14: China cat litter volume and volume forecast, 2003-2013 (Kg m)
Figure 15: China cat litter distribution channels, by value, 2007-2008 (%)
Figure 16: China cat toys value and value forecast, 2003-2013 (CNY m, nominal prices)
Figure 17: China cat toys volume and volume forecast, 2003-2013 (Units m)
Figure 18: China cat toys distribution channels, by value, 2007-2008 (%)
Figure 19: China cat treats & milk value and value forecast, 2003-2013 (CNY m, nominal prices)
Figure 20: China cat treats & milk category growth comparison, by value, 2003-2013
Figure 21: China cat treats & milk volume and volume forecast, 2003-2013 (Kg/Liters m)
Figure 22: China cat treats & milk category growth comparison, by volume, 2003-2013
Figure 23: China cat treats & milk distribution channels, by value, 2007-2008 (%)
Figure 24: Global cat care market split (value terms, 2008) - Top 5 countries
Figure 25: Global cat care market value, 2003-2008 (Top 5 countries)
Figure 26: Global cat care market split (volume terms, 2008) - Top 5 countries
Figure 27: Global cat care market volume, 2003-2008 (Top 5 countries)
Figure 28: Map of China
Figure 29: Annual data review process

LIST OF TABLES
Table 1: Cat care category definitions
Table 2: Cat care distribution channels
Table 3: China cat care value, 2003-2008 (CNY m, nominal prices)
Table 4: China cat care value forecast, 2008-2013 (CNY m, nominal prices)
Table 5: China cat care value, 2003-2008 (US$ m nominal prices)
Table 6: China cat care value forecast, 2008-2013 (US$ m nominal prices)
Table 7: China cat care volume, 2003-2008 (Kg/Liters/Units m)
Table 8: China cat care volume forecast, 2008-2013 (Kg/Liters/Units m)
Table 9: China cat care brand share, by value, 2007-2008 (%)
Table 10: China cat care value, by brand 2007-2008 (CNY m nominal prices)
Table 11: China cat care company share by value, 2007-2008 (%)
Table 12: China cat care value, by company, 2007-2008 (CNY m nominal prices)
Table 13: China cat care distribution channels, by value, 2007-2008 (%)
Table 14: China cat care value, by distribution channel, 2007-2008 (CNY m nominal prices)
Table 15: China cat care expenditure per capita, 2003-2008 (CNY, nominal prices)
Table 16: China cat care forecast expenditure per capita, 2008-2013 (CNY, nominal prices)
Table 17: China cat care expenditure per capita, 2003-2008 (US$ nominal prices)
Table 18: China cat care forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 19: China cat care consumption per capita, 2003-2008 (Kg/Liters/Units)
Table 20: China 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: China cat food value, 2003-2008 (CNY m, nominal prices)
Table 24: China cat food value forecast, 2008-2013 (CNY m, nominal prices)
Table 25: China cat food value, 2003-2008 (US$ m nominal prices)
Table 26: China cat food value forecast, 2008-2013 (US$ m nominal prices)
Table 27: China cat food volume, 2003-2008 (Kg m)
Table 28: China cat food volume forecast, 2008-2013 (Kg m)
Table 29: China cat food brand share, by value, 2007-2008 (%)
Table 30: China cat food value, by brand 2007-2008 (CNY m nominal prices)
Table 31: China cat food company share by value, 2007-2008 (%)
Table 32: China cat food value, by company, 2007-2008 (CNY m nominal prices)
Table 33: China cat food distribution channels, by value, 2007-2008 (%)
Table 34: China cat food value, by distribution channel, 2007-2008 (CNY m nominal prices)
Table 35: China cat food expenditure per capita, 2003-2008 (CNY, nominal prices)
Table 36: China cat food forecast expenditure per capita, 2008-2013 (CNY, nominal prices)
Table 37: China cat food expenditure per capita, 2003-2008 (US$ nominal prices)
Table 38: China cat food forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 39: China cat food consumption per capita, 2003-2008 (Kg)
Table 40: China cat food forecast consumption per capita, 2008-2013 (Kg)
Table 41: China cat litter value, 2003-2008 (CNY m, nominal prices)
Table 42: China cat litter value forecast, 2008-2013 (CNY m, nominal prices)
Table 43: China cat litter value, 2003-2008 (US$ m nominal prices)
Table 44: China cat litter value forecast, 2008-2013 (US$ m nominal prices)
Table 45: China cat litter volume, 2003-2008 (Kg m)
Table 46: China cat litter volume forecast, 2008-2013 (Kg m)
Table 47: China cat litter brand share, by value, 2007-2008 (%)
Table 48: China cat litter value, by brand 2007-2008 (CNY m nominal prices)
Table 49: China cat litter company share by value, 2007-2008 (%)
Table 50: China cat litter value, by company, 2007-2008 (CNY m nominal prices)
Table 51: China cat litter distribution channels, by value, 2007-2008 (%)
Table 52: China cat litter value, by distribution channel, 2007-2008 (CNY m nominal prices)
Table 53: China cat litter expenditure per capita, 2003-2008 (CNY, nominal prices)
Table 54: China cat litter forecast expenditure per capita, 2008-2013 (CNY, nominal prices)
Table 55: China cat litter expenditure per capita, 2003-2008 (US$ nominal prices)
Table 56: China cat litter forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 57: China cat litter consumption per capita, 2003-2008 (Kg)
Table 58: China cat litter forecast consumption per capita, 2008-2013 (Kg)
Table 59: China cat toys value, 2003-2008 (CNY m, nominal prices)
Table 60: China cat toys value forecast, 2008-2013 (CNY m, nominal prices)
Table 61: China cat toys value, 2003-2008 (US$ m nominal prices)
Table 62: China cat toys value forecast, 2008-2013 (US$ m nominal prices)
Table 63: China cat toys volume, 2003-2008 (Units m)
Table 64: China cat toys volume forecast, 2008-2013 (Units m)
Table 65: China cat toys brand share, by value, 2007-2008 (%)
Table 66: China cat toys value, by brand 2007-2008 (CNY m nominal prices)
Table 67: China cat toys company share by value, 2007-2008 (%)
Table 68: China cat toys value, by company, 2007-2008 (CNY m nominal prices)
Table 69: China cat toys distribution channels, by value, 2007-2008 (%)
Table 70: China cat toys value, by distribution channel, 2007-2008 (CNY m nominal prices)
<table>
<thead>
<tr>
<th>Table Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>71</td>
<td>China cat toys expenditure per capita, 2003-2008 (CNY, nominal prices)</td>
</tr>
<tr>
<td>72</td>
<td>China cat toys forecast expenditure per capita, 2008-2013 (CNY, nominal prices)</td>
</tr>
<tr>
<td>73</td>
<td>China cat toys expenditure per capita, 2003-2008 (US$ nominal prices)</td>
</tr>
<tr>
<td>74</td>
<td>China cat toys forecast expenditure per capita, 2008-2013 (US$ nominal prices)</td>
</tr>
<tr>
<td>75</td>
<td>China cat toys consumption per capita, 2003-2008 (Units)</td>
</tr>
<tr>
<td>76</td>
<td>China cat toys forecast consumption per capita, 2008-2013 (Units)</td>
</tr>
<tr>
<td>77</td>
<td>China cat treats &amp; milk value, 2003-2008 (CNY m, nominal prices)</td>
</tr>
<tr>
<td>78</td>
<td>China cat treats &amp; milk value forecast, 2008-2013 (CNY m, nominal prices)</td>
</tr>
<tr>
<td>79</td>
<td>China cat treats &amp; milk value, 2003-2008 (US$ m nominal prices)</td>
</tr>
<tr>
<td>80</td>
<td>China cat treats &amp; milk value forecast, 2008-2013 (US$ m nominal prices)</td>
</tr>
<tr>
<td>81</td>
<td>China cat treats &amp; milk volume, 2003-2008 (Kg/Liters m)</td>
</tr>
<tr>
<td>82</td>
<td>China cat treats &amp; milk volume forecast, 2008-2013 (Kg/Liters m)</td>
</tr>
<tr>
<td>83</td>
<td>China cat treats &amp; milk brand share, by value, 2007-2008 (%)</td>
</tr>
<tr>
<td>84</td>
<td>China cat treats &amp; milk value, by brand 2007-2008 (CNY m nominal prices)</td>
</tr>
<tr>
<td>85</td>
<td>China cat treats &amp; milk company share by value, 2007-2008 (%)</td>
</tr>
<tr>
<td>86</td>
<td>China cat treats &amp; milk value, by company, 2007-2008 (CNY m nominal prices)</td>
</tr>
<tr>
<td>87</td>
<td>China cat treats &amp; milk distribution channels, by value, 2007-2008 (%)</td>
</tr>
<tr>
<td>88</td>
<td>China cat treats &amp; milk value, by distribution channel, 2007-2008 (CNY m nominal prices)</td>
</tr>
<tr>
<td>89</td>
<td>China cat treats &amp; milk expenditure per capita, 2003-2008 (CNY, nominal prices)</td>
</tr>
<tr>
<td>90</td>
<td>China cat treats &amp; milk forecast expenditure per capita, 2008-2013 (CNY, nominal prices)</td>
</tr>
<tr>
<td>91</td>
<td>China cat treats &amp; milk expenditure per capita, 2003-2008 (US$ nominal prices)</td>
</tr>
<tr>
<td>92</td>
<td>China cat treats &amp; milk forecast expenditure per capita, 2008-2013 (US$ nominal prices)</td>
</tr>
<tr>
<td>93</td>
<td>China cat treats &amp; milk consumption per capita, 2003-2008 (Kg/Liters)</td>
</tr>
<tr>
<td>94</td>
<td>China cat treats &amp; milk forecast consumption per capita, 2008-2013 (Kg/Liters)</td>
</tr>
<tr>
<td>95</td>
<td>Global cat care market value, 2008</td>
</tr>
<tr>
<td>96</td>
<td>Global cat care market split (value terms (US$ m), 2008) - Top 5 countries</td>
</tr>
<tr>
<td>97</td>
<td>Global cat care market volume, 2008</td>
</tr>
<tr>
<td>98</td>
<td>Global cat care market split (volume terms, 2008) - Top 5 countries</td>
</tr>
<tr>
<td>99</td>
<td>Leading players - Top 5 countries</td>
</tr>
<tr>
<td>100</td>
<td>China cat care new product launches reports, by company 2008</td>
</tr>
<tr>
<td>101</td>
<td>China cat care new product launches SKUs, by company 2008</td>
</tr>
<tr>
<td>102</td>
<td>China cat care new product launches (reports), by flavor and fragrances 2008</td>
</tr>
<tr>
<td>103</td>
<td>China cat care new product launches (reports), by ingredients 2008</td>
</tr>
<tr>
<td>104</td>
<td>China cat care new product launches (reports), by package tags or claims 2008</td>
</tr>
<tr>
<td>105</td>
<td>China cat care new product launches (reports)</td>
</tr>
<tr>
<td>106</td>
<td>China Key Facts</td>
</tr>
<tr>
<td>107</td>
<td>China population, by age group, 2003-08 (millions)</td>
</tr>
<tr>
<td>108</td>
<td>China population forecast, by age group, 2008-13 (millions)</td>
</tr>
<tr>
<td>109</td>
<td>China population, by gender, 2003-08 (millions)</td>
</tr>
<tr>
<td>110</td>
<td>China population forecast, by gender, 2008-13 (millions)</td>
</tr>
<tr>
<td>111</td>
<td>China nominal GDP, 2003-08 (CNY bn, nominal prices)</td>
</tr>
<tr>
<td>112</td>
<td>China nominal GDP forecast, 2008-13 (CNY bn, nominal prices)</td>
</tr>
<tr>
<td>113</td>
<td>China real GDP, 2003-08 (CNY bn, 2000 prices)</td>
</tr>
<tr>
<td>114</td>
<td>China real GDP forecast, 2008-13 (CNY bn, 2000 prices)</td>
</tr>
<tr>
<td>115</td>
<td>China real GDP, 2003-08 (US$ bn, 2000 prices)</td>
</tr>
<tr>
<td>116</td>
<td>China real GDP forecast, 2008-13 (US$ bn, 2000 prices)</td>
</tr>
<tr>
<td>117</td>
<td>China consumer price index, 2003-08 (2000=100)</td>
</tr>
<tr>
<td>118</td>
<td>China consumer price index, 2008-13 (2000=100)</td>
</tr>
</tbody>
</table>

Ordering:
- **Order Online** - [http://www.researchandmarkets.com/reports/1146616/](http://www.researchandmarkets.com/reports/1146616/)
- **Order by Fax** - using the form below
- **Order by Post** - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Cat care in China to 2013
Web Address: http://www.researchandmarkets.com/reports/1146616/
Office Code: SCDKLDGI

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy:</td>
<td>USD 595 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td>USD 495</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td>USD 1238</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td></td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: _________________________ Last Name: _________________________
Email Address: *
Job Title: __________________________
Organisation: ______________________
Address: ___________________________
City: ______________________________
Postal / Zip Code: ___________________
Country: ___________________________
Phone Number: ______________________
Fax Number: _________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World