Cat care in Germany to 2013

Description:
This databook provides key data and information on the cat care market in Germany. 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 Germany increased at a compound annual growth rate of 2% between 2003 and 2008.

The cat food category led the cat care market in Germany, accounting for a share of 74.3%.

The leading players in German cat care market include Mars, Inc., Nestle S.A. and Procter & Gamble Company, The.

Key reasons to purchase this title

- Develop business strategies by understanding the quantitative trends within the cat care market in Germany
- 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 GERMANY SOCIOECONOMIC PROFILE
Country Overview
Key Facts
Political Overview
Germany Economic Overview

Chapter 12 GERMANY 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: Germany cat care value and value forecast, 2003-2013 (€ m, nominal prices)
Figure 2: Germany cat care category growth comparison, by value, 2003-2013
Figure 3: Germany cat care volume and volume forecast, 2003-2013 (Kg/Liters/Units m)
Figure 4: Germany cat care category growth comparison, by volume, 2003-2013
Figure 5: Germany cat care company share, by value, 2007-2008 (%)
Figure 6: Germany cat care distribution channels, by value, 2007-2008 (%)
Figure 7: Germany cat food value and value forecast, 2003-2013 (€ m, nominal prices)
Figure 8: Germany cat food category growth comparison, by value, 2003-2013
Figure 9: Germany cat food volume and volume forecast, 2003-2013 (Kg m)
Figure 10: Germany cat food category growth comparison, by volume, 2003-2013
Figure 11: Germany cat food company share, by value, 2007-2008 (%)
Figure 12: Germany cat food distribution channels, by value, 2007-2008 (%)
Figure 13: Germany cat litter value and value forecast, 2003-2013 (€ m, nominal prices)
Figure 14: Germany cat litter volume and volume forecast, 2003-2013 (Kg m)
Figure 15: Germany cat litter company share, by value, 2007-2008 (%)
Figure 16: Germany cat litter distribution channels, by value, 2007-2008 (%)
Figure 17: Germany cat toys value and value forecast, 2003-2013 (€ m, nominal prices)
Figure 18: Germany cat toys volume and volume forecast, 2003-2013 (Units m)
Figure 19: Germany cat toys distribution channels, by value, 2007-2008 (%)
Figure 20: Germany cat treats & milk value and value forecast, 2003-2013 (€ m, nominal prices)
Figure 21: Germany cat treats & milk category growth comparison, by value, 2003-2013
Figure 22: Germany cat treats & milk volume and volume forecast, 2003-2013 (Kg/Liters m)
Figure 23: Germany cat treats & milk category growth comparison, by volume, 2003-2013
Figure 24: Germany cat treats & milk company share, by value, 2007-2008 (%)
Figure 25: Germany cat treats & milk distribution channels, by value, 2007-2008 (%)
Figure 26: Global cat care market split (value terms, 2008) - Top 5 countries
Figure 27: Global cat care market value, 2003-2008 (Top 5 countries)
Figure 28: Global cat care market split (volume terms, 2008) - Top 5 countries
Figure 29: Global cat care market volume, 2003-2008 (Top 5 countries)
Figure 30: Map of Germany
Figure 31: Annual data review process

LIST OF TABLES
Table 1: Cat care category definitions
Table 2: Cat care distribution channels
Table 3: Germany cat care value, 2003-2008 (€ m, nominal prices)
Table 4: Germany cat care value forecast, 2008-2013 (€ m, nominal prices)
Table 5: Germany cat care value, 2003-2008 (US$ m nominal prices)
Table 6: Germany cat care value forecast, 2008-2013 (US$ m nominal prices)
Table 7: Germany cat care volume, 2003-2008 (Kg/Liters/Units)
Table 8: Germany cat care volume forecast, 2008-2013 (Kg/Liters/Units)
Table 9: Germany cat care brand share, by value, 2007-2008 (%)
Table 10: Germany cat care value, by brand 2007-2008 (€ m nominal prices)
Table 11: Germany cat care company share by value, 2007-2008 (%)
Table 12: Germany cat care value, by company, 2007-2008 (€ m nominal prices)
Table 13: Germany cat care distribution channels, by value, 2007-2008 (%)
Table 14: Germany cat care value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 15: Germany cat care expenditure per capita, 2003-2008 (€, nominal prices)
Table 16: Germany cat care forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 17: Germany cat care expenditure per capita, 2003-2008 (US$ nominal prices)
Table 18: Germany cat care forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 19: Germany cat care consumption per capita, 2003-2008 (Kg/Liters/Units)
Table 20: Germany 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: Germany cat food value, 2003-2008 (€ m, nominal prices)
Table 24: Germany cat food value forecast, 2008-2013 (€ m, nominal prices)
Table 25: Germany cat food value, 2003-2008 (US$ m nominal prices)
Table 26: Germany cat food value forecast, 2008-2013 (US$ m nominal prices)
Table 27: Germany cat food volume, 2003-2008 (Kg m)
Table 28: Germany cat food volume forecast, 2008-2013 (Kg m)
Table 29: Germany cat food brand share, by value, 2007-2008 (%)
Table 30: Germany cat food value, by brand 2007-2008 (€ m nominal prices)
Table 31: Germany cat food company share by value, 2007-2008 (%)
Table 32: Germany cat food distribution channels, by value, 2007-2008 (%)
Table 33: Germany cat food distribution channels, by value, 2007-2008 (%)
Table 34: Germany cat food value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 35: Germany cat food value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 36: Germany cat food forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 37: Germany cat food forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 38: Germany cat food forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 39: Germany cat food forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 40: Germany cat food forecast consumption per capita, 2008-2013 (€ m nominal prices)
Table 41: Germany cat food forecast consumption per capita, 2008-2013 (€ m nominal prices)
Table 42: Germany cat litter value, 2003-2008 (€ m, nominal prices)
Table 43: Germany cat litter value forecast, 2008-2013 (€ m, nominal prices)
Table 44: Germany cat litter value, 2003-2008 (US$ m nominal prices)
Table 45: Germany cat litter value forecast, 2008-2013 (US$ m nominal prices)
Table 46: Germany cat litter volume, 2003-2008 (Kg m)
Table 47: Germany cat litter volume forecast, 2008-2013 (Kg m)
Table 48: Germany cat litter brand share, by value, 2007-2008 (%)
Table 49: Germany cat litter value, by brand 2007-2008 (€ m nominal prices)
Table 50: Germany cat litter share by value, 2007-2008 (%)
Table 51: Germany cat litter distribution channels, by value, 2007-2008 (%)
Table 52: Germany cat litter distribution channels, by value, 2007-2008 (%)
Table 53: Germany cat litter expenditure per capita, 2003-2008 (€, nominal prices)
Table 54: Germany cat litter forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 55: Germany cat litter forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 56: Germany cat litter forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 57: Germany cat litter consumption per capita, 2003-2008 (Kg)
Table 58: Germany cat litter forecast consumption per capita, 2008-2013 (Kg)
Table 59: Germany cat toys value, 2003-2008 (€ m, nominal prices)
Table 60: Germany cat toys value forecast, 2008-2013 (€ m, nominal prices)
Table 61: Germany cat toys value, 2003-2008 (US$ m nominal prices)
Table 62: Germany cat toys value forecast, 2008-2013 (US$ m nominal prices)
Table 63: Germany cat toys volume, 2003-2008 (Units)
Table 64: Germany cat toys volume forecast, 2008-2013 (Units)
Table 65: Germany cat toys brand share, by value, 2007-2008 (%)
Table 66: Germany cat toys value, by brand 2007-2008 (€ m nominal prices)
Table 67: Germany cat toys company share by value, 2007-2008 (%)
Table 68: Germany cat toys forecast value, 2008-2013 (€ m nominal prices)
Table 69: Germany cat toys forecast value, 2008-2013 (€ m nominal prices)
Table 70: Germany cat toys forecast volume, 2008-2013 (Units)
Table 71: Germany cat toys forecast volume, 2008-2013 (Units)
Table 68: Germany cat toys value, by company, 2007-2008 (€ m nominal prices)
Table 69: Germany cat toys distribution channels, by value, 2007-2008 (%)
Table 70: Germany cat toys value, by distribution channel, 2007-2008 (€ m nominal prices)
Table 71: Germany cat toys expenditure per capita, 2003-2008 (€, nominal prices)
Table 72: Germany cat toys forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 73: Germany cat toys expenditure per capita, 2003-2008 (US$ nominal prices)
Table 74: Germany cat toys forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 75: Germany cat toys consumption per capita, 2003-2008 (Units)
Table 76: Germany cat toys forecast consumption per capita, 2008-2013 (Units)
Table 77: Germany cat toys expenditure per capita, 2003-2008 (US$ nominal prices)
Table 78: Germany cat toys forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 79: Germany cat toys consumption per capita, 2003-2008 (Units)
Table 80: Germany cat toys forecast consumption per capita, 2008-2013 (Units)
Table 81: Germany cat treats & milk value, 2003-2008 (€ m, nominal prices)
Table 82: Germany cat treats & milk value forecast, 2008-2013 (€ m, nominal prices)
Table 83: Germany cat treats & milk value, 2003-2008 (US$ m nominal prices)
Table 84: Germany cat treats & milk value forecast, 2008-2013 (US$ m nominal prices)
Table 85: Germany cat treats & milk volume, 2003-2008 (Kg/Liters m)
Table 86: Germany cat treats & milk volume forecast, 2008-2013 (Kg/Liters m)
Table 87: Germany cat treats & milk brand share, by value, 2007-2008 (%)
Table 88: Germany cat treats & milk value, by brand 2007-2008 (€ m nominal prices)
Table 89: Germany cat treats & milk company share by value, 2007-2008 (%)
Table 90: Germany cat treats & milk value, by company, 2007-2008 (€ m nominal prices)
Table 91: Germany cat treats & milk expenditure per capita, 2003-2008 (€, nominal prices)
Table 92: Germany cat treats & milk expenditure per capita, 2003-2008 (US$ nominal prices)
Table 93: Germany cat treats & milk forecast expenditure per capita, 2008-2013 (€, nominal prices)
Table 94: Germany cat treats & milk forecast expenditure per capita, 2008-2013 (US$ nominal prices)
Table 95: Germany cat treats & milk consumption per capita, 2003-2008 (Kg/Liters)
Table 96: Germany cat treats & milk forecast consumption per capita, 2008-2013 (Kg/Liters)
Table 97: Global cat care market value, 2008
Table 98: Global cat care market split (value terms (US$ m), 2008) - Top 5 countries
Table 99: Global cat care market volume, 2008
Table 100: Global cat care market split (volume terms, 2008) - Top 5 countries
Table 101: Leading players - Top 5 countries
Table 102: Germany cat care new product launches reports, by company (Top 5 companies), 2008
Table 103: Germany cat care new product launches SKUs, by company (Top 5 companies), 2008
Table 104: Germany cat care new product launches (reports), by flavor and fragrances (Top 10 flavors), 2008
Table 105: Germany cat care new product launches (reports), by Ingredients (Top 10 Ingredients), 2008
Table 106: Germany cat care new product launches (reports), by Package tags or Claims 2008
Table 107: Germany Key Facts
Table 108: Germany population, by age group, 2003-08 (millions)
Table 109: Germany population forecast, by age group, 2008-13 (millions)
Table 110: Germany population, by gender, 2003-08 (millions)
Table 111: Germany population forecast, by gender, 2008-13 (millions)
Table 112: Germany nominal GDP, 2003-08 (€ bn, nominal prices)
Table 113: Germany real GDP, 2003-08 (€ bn, 2000 prices)
Table 114: Germany real GDP forecast, 2008-13 (€ bn, 2000 prices)
Table 115: Germany real GDP, 2003-08 (US$ bn, 2000 prices)
Table 116: Germany real GDP forecast, 2008-13 (US$ bn, 2000 prices)
Table 117: Germany consumer price index, 2003-08 (2000=100)
Table 118: Germany consumer price index, 2008-13 (2000=100)
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 Germany to 2013
Web Address: http://www.researchandmarkets.com/reports/1146617/
Office Code: SCDKTLSY

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

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</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>Electronic (PDF) - Single User</td>
<td>USD 1238</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