**Cat care in Croatia to 2013**

**Description:** This databook provides key data and information on the cat care market in Croatia. 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 Croatia increased at a compound annual growth rate of 1.9% between 2003 and 2008.
- The Cat food category led the cat care market in Croatia, accounting for a share of 78.5%.

**Key reasons to purchase this title**

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