Dog care in Saudi Arabia to 2013

Description: This databook provides key data and information on the dog care market in Saudi Arabia. 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 three categories: dog food, dog toys and dog chews & treats
- 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 dog care market, including company overview, key facts and business description

Highlights of this title

The market for dog care in Saudi Arabia increased at a compound annual growth rate of 9.4% between 2003 and 2008.

The dog food category led the dog care market in Saudi Arabia, accounting for a share of 94.9%.

Leading players in Saudi Arabian dog care market include Mars, Inc. and The Hershey Company.

Key reasons to purchase this title

- Develop business strategies by understanding the quantitative trends within the dog care market in Saudi Arabia
- 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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